

Digital Content Coordinator

JOB TITLE: Digital Content Coordinator

FLSA STATUS: Exempt

GRADE: 39

DEPARTMENT: Public Services

APPROVED DATE: 12/2020

REVISED DATE: 02/2022

Job Summary

Coordinate efforts behind organizing and maintaining the library customer's digital experience. Evaluate and monitor public accessibility of digital services and resources to determine and remove barriers ensuring inclusive library access to all customers. Support library staff in the creation and promotion of website content and services that anticipate and respond to customer trends and community needs.

This position contributes to the Library District's effective operation providing library services, spaces, and resources that are representative of diverse cultures and perspectives, intentionally inclusive, and accessible to everyone.

We Value Lived Experience

Sno-Isle Libraries is committed to embedding equity into our organization. As we engage in equity work, it's important to have a good foundation to frame the work and then provide training opportunities to build skills and knowledge.

We value and embrace the unique experiences our staff members bring to the organization and recognize how their experiences improve the service we provide.

Essential Functions

Functions listed are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of this job.

1. Develop and implement strategies, together with the Digital Experience Manager, which promote and lead to increased use of library materials, resources, services, and events.

2. Create web content and pages that forward the library's brand, as well as promote services, resources, and events; create and curate online content and pages that reflect the diversity of our communities and provide equity of access.
3. Collaborate with library staff to create or oversee the development of content. Leverage web content for cross-channel use by working with staff in other departments.
4. Develop, support and maintain user-friendly web pages in collaboration with staff, vendors and consultants; schedule and implement changes and updates to web pages and content; conduct quality assurance frequently on the site experience for mobile and desktop views.
5. Organize taxonomy and hierarchical structures with web content to promote organizational priorities; maintain awareness of user behavior and interests when determining web content; strategically utilize Content Management System (CMS) content creation to market and promote library materials and services.
6. Schedule and coordinate content for the website; communicate with content creators about organizational priorities, type of content needed, and deadlines.
7. Provide effective direction to content creation staff. This includes such actions as selecting and training staff, assigning tasks to staff, coaching staff and giving feedback to supervisors about staff's work.
8. Collaborate with Digital Experience Team members to create, edit, and/or review content creation procedures, expectations, and standards to ensure they are consistent with the library's mission and vision; proactively assess current processes for optimization.
9. Manage website and event management security permissions. May set or change permissions in addition to the Digital Experience Manager.
10. Resolve staff questions or complications arising from content management system, event management system, or library app. Serve as the main point of contact for questions submitted to the content management system vendor. Appropriately monitor, follow-up, and share results with Sno-Isle staff.
11. Analyze and evaluate existing delivery methods and service needs through analytics and surveys. Keep usage statistics and create reports.
12. Contribute insights and recommendations to team discussions on digital content best practices to ensure optimization in delivery.

Additional Duties and Responsibilities

1. Serve on interdepartmental teams or cross-functional groups as a member of the digital experience team.
2. Assist with special projects as required.
3. Train new staff as needed.
4. Participate in ongoing professional development through training, conferences, reading and collaboration with others.
5. Maintain knowledge of current trends and developments in the fields of marketing, libraries, and content management systems.
6. Attend meetings, trainings, and workshops as assigned.
7. Perform other duties as assigned.

Supervision

The position reports to the Digital Experience Manager. Supervision of the work of others is not a normal part of the work of these positions, but incumbents may from time to time assist in the training of other staff in library-related work.

Knowledge, Skills, and Abilities

1. Strong customer service, written and verbal communication skills.
2. Demonstrate ability to work cooperatively and maintain effective interpersonal skills with the public, vendors and co-workers.
3. Strong organization, attention to detail, and problem-solving skills.
4. Ability to uphold the principles of equity, diversity, and inclusion in the workplace and the community.
5. Ability to meet deadlines in a fast-paced, multiple project environment and to adapt to new priorities; to interface/communicate with people in all levels of the organization as well as outside vendors.
6. Ability to be flexible, manage ambiguity, adapt to change and successfully work in a fast-paced dynamic environment.
7. Ability to communicate effectively with diverse audiences.
8. Ability to work cooperatively and maintain effective interpersonal skills with the public and co-workers.

9. Ability to work independently and to set priorities.
10. Ability to work in content management or search systems.
11. Knowledge of library resources, programs, and services in a public library.
12. Knowledge of Library District policies and procedures.
13. Knowledge of social media, content management systems, and current usability practice.
14. Knowledge of online communications, marketing campaign or engagement management.
15. Ability to operate relevant computer systems including hardware and software, such as Microsoft Word, electronic databases, e-mail, and internet navigation in addition to other office equipment and security systems.

Education and Experience

Knowledge, skills, and abilities for this position can be acquired by a combination of experience and education including:

1. These skills and abilities typically are acquired through a combination of experience and training including university-level education. A four-year degree or higher in Business Administration, Marketing, Computer Science, or a related field, OR a Master's degree in Library or Information Science (preferred), is required.
2. At least one year of experience working with a CMS platform such as WordPress, Drupal, Joomla, etc. is required.

Physical and Environmental Conditions

The physical demands described here are representative of those that must be met by a staff member to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the incumbent is required to operate computers for extended periods of time. The incumbent may occasionally move objects or materials weighing up to 35 pounds.

Most of the work is carried out within a generally accessible, safe, indoor environment. The incumbent must regularly communicate with coworkers and members of the public. These contacts and situations are deemed to be generally safe and free of undue stress, but require incumbents to be

cordial, helpful, and skilled in interpersonal relations with others both in the public and within the Library District.

Incumbents may travel to various sites in all kinds of weather and traffic conditions. To accomplish this travel, the incumbent must be able to drive and hold a valid Washington State driver's license or to make independent arrangements for such transportation.