

DIGITAL CONTENT MANAGER

(Range 129)

DEFINITION

The Digital Content Manager is a full-time position that requires a highly motivated, creative, and fearless individual who will develop fresh, dynamic content across the Library District's digital channels, including social media, websites, and blogs. This role requires an individual with exceptional written and visual communication skills, and great instincts for how to plan, create, and implement engaging content that will surprise and compel customers to return to the Library District's channels daily, just to see what we're up to. The successful candidate must be experienced in: collection and analysis of website and social media data; development of campaigns and activations that drive engagement; planning and implementing of social media advertising campaigns that spark interest among the general public, as well as specific efforts to target ethnic, LGBTQ, and other special interest groups. All activities of this position must drive effective content marketing campaigns that reach the widely varying customer demographics that comprise the Library District's service areas.

GOALS AND KEY PERFORMANCE INDICATORS (KPIs)

1. Increase new users to website.
2. Increase time on website/decrease bounce rate.
3. Increase social media engagement.
4. Increase social media audience.

RESPONSIBILITIES:

Essential and marginal functions and responsibilities may include, but are not limited to the following:

1. Develop the overarching strategy for the Library District's social media account(s); provide monthly reports on emerging social media trends; be prepared to explain and report complex social media data to the Executive Council and Board of Trustees.
2. Be inspired by the Library District's Vision 2020 Plan, rebranding initiative, and District's Master Facilities Plan, develop Library District brand awareness and enhance its online reputation through content management, program awareness, community outreach, search engine optimization (SEO).
3. Assist the Branding & Marketing Department's support of other departments, including (but not limited to) the District Foundation, Library Operations, and Community Outreach, to effectively communicate both established and new library programs and services.
4. Implement an editorial calendar to manage content and plan specific, timely marketing campaigns. Lead the organization in digital and content marketing, including the development of (and adherence to) branding and style guidelines.

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5. Champion improvements to the customer experience both online and in our branches.
6. Develop, curate and manage all published content: video, photos, images, and text.
7. Respond to customer reviews, surveys and concerns to help improve retention.
8. Analyze campaigns and translate both quantitative and anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns. Monitor effective benchmarks (Best Practices) for measuring the impact of social media campaigns. Analyze, review, and report on effectiveness of campaigns to maximize results of future marketing campaigns.
9. Serve as bridge between our Social Media Team (SMT) and the Branding and Marketing Director by providing feedback, identifying trends, and offering guidance on content that is in alignment with the Library District's short and long-term objectives. Act as a brand advocate, seeking ways to expand our messaging to a broader community audience.
10. Manage and direct SMT activities that motivate these invaluable volunteers to produce their best work. Mentor and support the SMT's professional and creative growth and build confidence to expand individual areas of influence.
11. Serve as the Library District's resident expert on all social media platforms, and train all staff on the importance of social media and how it can enhance every function of the Library District.
12. Assist the Branding & Marketing Department in developing and integrating marketing materials, video, and hands-on presentations into outreach events; market Library District materials with community partners; and monitor/use social media outlets to increase awareness of outreach events and library services.
13. Promote and support the overall mission of the District by demonstrating courteous and cooperative behavior when interacting with public and staff; approach all staff interactions as an opportunity to demonstrate excellent customer service; and act in a manner that promotes a harmonious and effective workplace environment.

Marginal Functions:

1. Perform related duties and responsibilities as required.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge:

1. Innovative and creative thinking with a proven track-record on major projects and a thorough understanding of the role that social media plays in brand development and protection.
2. Computer literate in Microsoft Office Suite products and basic web editing, including a familiarity with HTML.

Skills:

1. Intermediate-to-advanced photography skills including working knowledge of Adobe

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Photoshop and/or other photo editing tools as needed.

2. Experience working in online content management systems.
3. Excellent communication, organizational, and analytical skills.

Abilities:

1. Proven ability to develop and maintain relationships with key social media audiences.
2. Proven ability to: work with a team under tight deadlines; solve problems in a calm and efficient manner; work with a variety of personalities in a fast-paced environment, and build trust among clients (in this case, library staff).
3. Computer literate in Microsoft Office Suite products and basic web editing, including a familiarity with HTML.
4. Intermediate-to-advanced photography skills including working knowledge of Adobe Photoshop and/or other photo editing tools as needed.
5. Experience working in online content management systems.
6. Ability to write and edit effective, inspired and error-free copy.
7. Ability to read, analyze, and interpret documents, such as policy and procedure manuals and other related documents.
8. Ability to create and format spreadsheets and presentations.

Training and Experience:

Bachelor's degree in Communications, Journalism, Advertising, Marketing or related area and six (6) years of professional experience in social media and website development.

License, Certificate, or Requirements:

Possess, or have the ability to obtain, a valid Nevada Driver's License at the time of hire.

Physical Requirements:

Essential and marginal functions may require maintaining the physical condition necessary for frequent standing and walking, frequent lifting and carrying objects of light weight (5 - 10 pounds) and moderate weight (12 - 20 pounds); frequent bending, stooping, reaching, and pushing; minimal dexterity in the use of fingers, limbs, or body in the operation of office equipment; and utilizing a keyboard, sitting, or standing for extended periods of time. Tasks require sound perception, visual perception, and oral communications ability.

Tasks require sound perception, color perception, visual perception, and oral communications ability.

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Environmental Requirements:

Tasks are performed with infrequent exposure to adverse environmental conditions.

FLSA: EXEMPT

CBA: MANAGER

DEVELOPED: August 31, 2017

REVISED: MARCH 13, 2018