Digital Content Development Coordinator

Job Description: An employee in this position manages the provision of digital content to optimize branding, online presence, and user experience. This includes the website, OPAC, social media, and other online library services. This employee also develops and manages internal digital services for staff and performs related work as apparent or assigned. Work is performed in accordance with Fontana Regional Library (FRL) policies, guidelines, and procedures. Work may involve driving a library vehicle. Work is performed under the supervision of the Regional Director.

Job Duties

Job descriptions are intended to present a descriptive list of the range of duties performed by employees in the job. Descriptions are not intended to reflect all duties performed within the job. Any one position may not include all listed duties.

1. Maintains confidentiality and privacy of protected information.
2. Coordinates web projects across departments, including developing and maintaining a master content calendar.
3. Manages and leverages digital resources such as video and photo archives.
4. Serves as a brand champion by ensuring consistency in tone of voice and visual appeal in all forms of digital communication.
5. Creates, develops, and manages digital information and original content, including blogs, social media, the library's discovery system, content management systems, staff intranet, and websites to ensure positive user experience.
6. Proofreads, copyedits, and curates user-submitted digital content.
7. Provides input into services, programs, and exhibits from a digital assets and technical perspective.
8. Monitors digital content created by FRL to ensure information displayed to the public is accurate and current.
9. Manages FRL online reputation.
10. Interprets and analyzes site and user metrics to ensure optimal alignment between the needs of the library and patron.
11. Communicates new and ongoing digital library services to staff and patrons through training, meetings, or online means.
12. Designs and produces web promotions using graphics design software.
13. Works cooperatively with the Marketing and Fund Development Coordinator to develop and implement online marketing initiatives.
14. Works in a team with the marketing and advocacy committee to use digital content to effectively market library services and programs to support the FRL mission and advance the FRL vision.
15. Works in a team with the technology workgroup to ensure technology requirements for the FRL online presence are optimal.
16. Facilitates the social media committee to maintain web-related media and resources and develop a cohesive online presence that supports the FRL mission, vision, and brand.
17. Produces reports on digital marketing campaign performance and offers search engine optimization (SEO) recommendations.
18. Supports organizational goals and objectives by participating in library system and community collaborations.

19. May be required to perform work assignments concurrently.
20. Responsible for maintaining a safe and secure working environment.
21. Evening and weekend work required.
22. Some travel required.

Qualifications

The qualifications listed below are representative of the competencies and training required to perform this job successfully.

Knowledge, Skills, and Abilities:
1. Knowledge of HTML, web protocols, Javascript, and CSS.
2. Knowledge of online marketing techniques, including SEO.
3. Knowledge of the latest trends in social media, mobile content, email marketing, and production of digital materials (written, graphical, and video).
4. Knowledge of the principles of user experience design.
5. Working knowledge of Adobe Photoshop and underlying web technologies.
6. Familiarity with library principles and practices.
7. Familiarity with library circulation, catalog, and Dewey Decimal Classification systems.
8. Ability to learn new digital technologies and media tactics.
9. Ability to edit various types of web content ranging from general to specialized content.
10. Ability to plan and organize work, and handle interruptions.
11. Ability to accurately count money.
12. Ability to give attention to detail.
13. Ability to effectively communicate orally and in writing.
14. Ability to effectively work with diverse populations.
15. Possess good interpersonal skills including tact, courtesy, and discretion.
16. Ability to take direction.
17. Ability to use good judgment.
18. Ability to work as a member of a team.
19. Ability to work independently and exercise initiative.
20. Ability to work well under pressure.
21. Ability to use a variety of library equipment and technology.
22. Ability to effectively use various computer applications.
23. Possess a current driver's license valid in the State of North Carolina.

Education and Experience:
1. Associate's Degree or equivalent experience required.
2. Bachelor's Degree preferred.
3. Two years of experience as a Digital Content Coordinator or similar role required.
4. Two years of customer service experience required.
5. Prior software implementation experience, especially with web applications preferred.
6. One year of library experience preferred.

Digital Content Development Coordinator

Physical and Environmental Conditions
These conditions are representative of those that must be met by an employee to successfully perform the functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the job functions.

1. Work requires physical effort in the handling of materials, boxes, tools, book trucks, or equipment up to thirty pounds in non-strenuous work positions.
2. Work requires normal range of human positions and movement including standing, walking, climbing, balancing, stooping, kneeling, crouching, crawling, reaching, stretching, lifting, pulling, pushing, and sitting.
3. Work requires good hand dexterity and coordination for computer and other related duties.
4. Work requires clarity of speech, hearing, and vision to enable the employee to communicate effectively with coworkers and the public.
5. Work environment involves everyday risks or discomforts that require normal safety precautions.
6. Must occasionally deal with unruly or potentially dangerous individuals in library facilities.