

DIGITAL CONTENT COORDINATOR

(Range 119)

DEFINITION

The Digital Content Coordinator is a full-time position that requires a self-motivated, creative, and web-savvy individual who will assist in the development of fresh, dynamic content across the Library District's digital channels, including social media, websites, and blogs. This role requires an individual with exceptional communication skills, an understanding of how to create and prepare content for consumption on the internet, and an ability to capture moments that visually convey and enhance the vision and mission of the Library District.

ESSENTIAL AND MARGINAL FUNCTIONS--Essential and marginal functions and responsibilities may include, but are not limited to the following:

Essential Functions:

1. Possesses excellent project management skills and an understanding of the need to meet quick turn-around deadlines and respond to opportunistic promotional pushes.
2. Enjoys working in a collaborative environment and works closely with the District's Social Media Team.
3. Creates digital content (including video, photos and copy) that adheres to branding and style guidelines based on an editorial calendar in service of specific marketing campaigns and Library District communications priorities.
4. Assists the Branding & Marketing Department's support of other departments, including (but not limited to) the District Foundation, Library Operations, Community Outreach, and Human Resources to effectively communicate both established and new library programs, services, and messaging.
5. Identifies and capture compelling stories and moments at Library District branches and events with digital photography for use on external web and social media channels.
6. Assists in response to customer reviews, surveys and concerns to help improve retention.
7. Generates ideas and present them to colleagues and leadership in clear and compelling ways.
8. Stays current on all social media platforms, features and best practices.

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9. Is a champion for the brand, mission and values of the Library District.
10. Assists the Branding & Marketing Department in developing and integrating marketing materials, video, and hands-on presentations into outreach events; markets Library District materials with community partners; and monitors/uses social media outlets to increase awareness of outreach events and library services.
11. Promotes and supports the overall mission of the District by demonstrating courteous and cooperative behavior when interacting with public and staff; approaches all staff interactions as an opportunity to demonstrate excellent customer service; and acts in a manner that promotes a harmonious and effective workplace environment.

Marginal Functions:

1. Performs related duties and responsibilities as required.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

1. Microsoft Office Suite products.
2. Basic web editing, including a familiarity with HTML.
3. Online content management systems.
4. Top social media platforms (such as Instagram, Facebook and Twitter) in relation to their use as brand marketing channels.

Skilled in:

1. Intermediate-to-advanced photography including working knowledge of Adobe Photoshop and/or other photo editing tools as needed.

Ability to:

1. Develop and maintain relationships with key social media audiences.
2. 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. Write and edit effective, inspired and error-free copy.

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4. Read, analyze, and interpret documents, such as policy and procedure manuals and other related documents.
5. Create and format spreadsheets and presentations.
6. Use excellent communication and organizational skills.

QUALIFICATIONS

Training and Experience:

Bachelor's degree in Communications, Journalism, Advertising, Marketing, Digital Marketing, or related area. Three (3) years of professional experience in social media and website content development. Innovative and creative thinking with a basic understanding of the role that social media plays in brand development and protection.

Physical Requirements:

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Mobility to work in an office setting, use standard office equipment and stamina to sit or stand for extended periods of time; strength to lift and carry up to 20 pounds; vision to read printed materials and computer screens; and hearing and speech to communicate in person or over the telephone.

Environmental Requirements:

Tasks are performed with infrequent exposure to adverse environmental conditions.

License, Certificate, or Special Requirements:

A valid Nevada driver's license and the ability to maintain insurability under the District's Vehicle Insurance Policy.

FLSA: EXEMPT
CBA: NONE
DEVELOPED: OCTOBER 31, 2017