



METROPOLITAN LIBRARY SYSTEM

Job Description

Job Title:	Digital Services and Social Media Manager	Position Code:	1179-120
Reports To:	Director of Communications	Classification:	Exempt
Division:	Strategic Planning and Services	Date:	03/2024

JOB SUMMARY:

Under administrative direction, the Digital Services and Social Media Manager is responsible for managing, enhancing, and aligning the digital channels and platforms (social media, websites, and e-communications) of the Metropolitan Library System (MLS). This position combines strategic and tactical expertise in developing and leading digital services, content, and communication initiatives. This position is responsible for the front-end operations of MLS websites, intranet, and social media, ensuring the development of current, relevant, and engaging content that champions the MLS Mission and demonstrates MLS Core Values.

ESSENTIAL JOB FUNCTIONS:

- Provides excellent guest service.
- Manages the overall digital strategy for communicating with guests through social media platforms and e-communication channels.
- Provides for the overall look, content, and usefulness of the library's website and intranet.
- Demonstrates continuous effort to improve operations, decrease downtimes, streamline work processes, and work cooperatively and jointly to provide quality seamless guest service.
- Organizes library and department content to ensure the information is presented in an effective and consistent manner on the library website and intranet.
- Provides for the effective development, management, and usability of the library's website, intranet, and digital services by overseeing, initiating, and coordinating content and service-related enhancements.
- Serves as an administrator of the system-wide calendar.
- Utilizes data analytics to gauge guest interactions and engagement of digital content and communications and develops corresponding strategy to enhance, improve, or maintain.
- Collaborates with the Learning and Development department to identify digital training opportunities for staff.
- Works in partnership with the Director of Community Relations to identify and recommend priorities for relationships and partnerships, participates in planning and coordinating system digital projects done in collaboration with other community institutions and agencies; promotes the use of system resources and services through communication with community groups.
- Serves as a subject matter expert and provides support for departments wishing to expand content or develop new services via the website; coordinating these contributions with other departments, MLS policies, service goals and quality standards; and ensuring that the content is up to date, well organized and accurate.
- Participates in the production and publishing of content using knowledge of site architectures, software used for development and maintenance, coding protocols and content management systems.
- Acquires, manipulates, and uses a range of graphics in the production and publishing of content.
- Plans, coordinates, and collaborates with staff in activities related to developing and maintaining dynamic and rapidly changing digital services.
- Upholds the library's brand, brand architecture, brand image and brand assets.
- Plans updates to site design, site organization, layout, referring and reciprocal links.
- Confers with internal and external stakeholders throughout MLS to develop and implement intranet offerings and to gather ideas on the content they want made available on the website and on the intranet.
- Maintains confidentiality of sensitive data/information and protects against inadvertent release.
- Works with the Information Technology department to obtain support for interactive web development, programming support, and web server administration.
- Ensures the effective development of service improvements by maintaining current knowledge of web technologies and service capacities, developing relevant professional affiliations and collaborative efforts and by researching issues and relevant information sources.
- Responds to and resolves problems to include obtaining specific details from appropriate parties, gathering comprehensive information, developing plan of action, seeking input from others, and ensuring appropriate solutions.

- Uses effective techniques, good judgment and established organizational values, policies and procedures to respond to guest inquiries and resolve guest issues.
- Executes short and long-term objectives within the context of the library's strategic and tactical plans.
- Champions the library's strategic goals and initiatives with the system's mission and core values in mind.
- Prepares reports and monitors statistics regularly to evaluate digital services.
- Utilizes broad knowledge of current library theories and practices to provide services through a variety of web technologies.
- Works with the Central Information Services department to monitor, respond to, and evaluate customer feedback; troubleshoots and recommends solutions for problems identified.
- Completes all required and assigned training on time.
- Proposes annual budget requests based on the services, equipment and materials needed to provide digital library services; monitors adherence to budget.
- Works in a manner safe to the individual and other people; follows safety rules and safe working practices; uses safety equipment as required.
- Defends the principles of the Citizen's Bill of Library Rights, the Freedom to Read Statement, the privacy of library guest records and the code of professional ethics.
- Performs other related duties as assigned.

FREQUENCY OF TRAVEL REQUIREMENTS:

- Occasional travel within the state or nationally for appropriate professional development and networking .

INTERACTION:

- Interaction with all levels of staff and vendors.

MATERIAL AND EQUIPMENT USED:

- Computer(s)/Printer(s)
- General Office Equipment

MINIMUM QUALIFICATIONS REQUIRED:

Education and Experience:

- Bachelor's degree from an accredited college or university with emphasis on digital media, public relations, marketing, communications, or related field; and
- Three or more years of experience providing web development services at an enterprise level; and
- Three years of combined experience working with social media platforms and content creators.

Licenses and Certifications:

- None

HIGHLY PREFERRED QUALIFICATIONS AND COMPETENCIES:

- Social medial marketing, digital marketing and/or Google™ Analytics Certification
- Marketing experience
- Experience working with content management systems.
- Experience working with libraries.

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

- Principles of management including planning, setting goals and objectives, evaluating, budgeting and project management.
- Modern professional library principles, practices and procedures.
- Current developments in digital communications and social media.
- Integrated marketing and digital disciplines including audience identification and analysis, targeting, social media, websites, digital production, SEO, advertising, and analytics.
- ROI, measurement and analytics to prove digital value and results.
- Internet, data, and information infrastructure and systems materials .

- Methods, practices, regulations, and equipment used in the development, analysis, maintenance, and management of a web-based automation systems.
- Microsoft® Office, Adobe® Photoshop, Windows, Dreamweaver, HTML, CSS, XML, JavaScript, Shockwave, Flash and various web analysis utilities, and various web browsers
- Principles of website content creation and design.
- All computer applications and hardware related to performance of the essential functions of the job.

Skill in:

- Building and maintaining collaborative relationships that encompass all organizational units and levels that achieve positive outcomes.
- Utilizing editorial skills to build digital content.
- Interacting effectively to give and extricate information in a courteous and friendly manner.
- Working effectively with individuals of different backgrounds and levels of expertise.
- Preparing clear and concise reports, correspondence, and other written materials.
- Producing excellent content layout and design.
- Communicating effectively in verbal and written formats.
- Writing and interpreting technical specifications for the items required for future web operations.

Mental and Physical Abilities:

- Ability to apply effective practices and principles, particularly as they relate to a guest service-focused, high production environment.
- Ability to multi-task in a collaborative team structure and open work environment.
- Ability to manage time effectively, establish priorities, and meet deadlines with minimal direction.
- Ability to work independently.
- Ability to work as a team member with coworkers at varying levels within the organization.
- Ability to work and make decisions in a fast-paced environment.
- Ability to write reports, correspondence, and procedure manuals.
- While performing the essential functions of this job the employee is frequently required to move from place to place, speak and hear and lift and/or move up to 10 pounds.

SUPERVISORY RESPONSIBILITY:

- This position has no supervisory responsibilities.

WORK ENVIRONMENT:

- Works in a normal office environment where there are little or no physical discomforts associated with changes in weather or discomforts associated with noise, dust, dirt, and the like.
- Occasional evening or weekend work required.
- This position is eligible for Core and Emergency telework.

SUMMARY STATEMENT:

This job description should not be interpreted as all inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this description. Any essential function or requirement of this job will be evaluated as an interactive process, as necessary, should an incumbent or applicant be unable to perform the function or meet the requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodations for the specific disability will be made for the incumbent or applicant so long as accommodation does not create an undue hardship to the System or if doing so causes a direct threat to the individual or others in the workplace and the threat cannot be eliminated by reasonable accommodation.

NOTE: The System reserves the right to amend or change this job description from time to time and/or assign other tasks for the Employee to perform as the System may deem appropriate.