



JOB DESCRIPTION

TITLE: Digital Communications Coordinator

DEPT: Communications

REPORTS TO: Communications Manager

CLASSIFICATION: Non-Exempt

Objective:

Coordinates and utilizes digital and other communication channels to promote the Library internally and externally, with a focus on brand building and user experience as a team member of the Communications Department. Assists in the implementation of the Marketing Plan.

Duties:

1. Under the direction of the Communications Manager, utilizes various communication channels to promote the Library internally and externally. Primarily responsible for digital communications.
2. Assists and provides backup oversight of all communications projects from start to finish.
3. Reviews, updates, and generates content for Library website. Participates in the development of an overall Library web content strategy based on user needs and strategic plan objectives.
4. Manages, provides expertise, and recommends enhancements in digital marketing content, effective website communications, and other digital platforms, including digital display monitors with a user-centered approach.
5. Develops, provides content, and implements email communication campaigns to engage staff and members.
6. Leads the social media committee. Coordinates, promotes, creates content, and monitors all the Library's social media channels.
7. Regularly reviews and researches marketing trends to generate marketing and cross-promotion ideas and recommends overall strategies to promote events and services.
8. Conducts community engagement through various digital channels, such as outreach to local businesses and nonprofits and participation in Library sponsored events to improve Library visibility online.
9. Provides expertise in conducting community surveys and gathering user experience data; evaluates and creates reports of feedback.
10. Evaluates data from digital platforms and recommends enhancements to positively impact the Library user experience.
11. Provides photography and videography services, production, and guidance for marketing videos, to promote and archive events, services, and physical spaces of the Library.
12. Collaborates with staff and participate in Library committees to foster effective communications with public service departments.
13. Participates in professional development through professional reading, workshops, conferences, and networking groups. Shares information learned with appropriate colleagues.

14. Performs other duties as assigned.

Minimum Qualifications:

Education:

Bachelor's Degree or equivalent

Experience:

- 1 year of related experience in a comparable business, organization, or library
- Fluency in written and spoken Spanish or other language commonly spoken in the district preferred

Knowledge, Skills & Abilities:

- Ability to work with efficiency, skill, accuracy, and appropriate speed
- Ability to work collaboratively as a member of a team with colleagues and managers
- Communicates effectively in English, both orally and in writing
- Ability to read and understand written information and instructions
- Ability to use good judgment following procedures in support of library policies
- Ability to empathize and relate to patron needs, exploring beyond the initial question to determine the actual information desired
- Ability to provide excellent customer service at all times with the public and staff
- Ability to exercise initiative and to make appropriate independent decisions
- Proficiency in the use of email, the internet, and computer technology
- Knowledge of Microsoft Windows and 365
- Working knowledge of content management systems, Drupal preferred
- Working knowledge of or ability to learn Adobe Creative Cloud
- Knowledge about and/or experience communicating via social media channels
- Ability to troubleshoot minor problems with computers and peripherals
- Demonstrates ease and comfort with emerging technologies
- Knowledge of user experience design principles and research methods

Supervisory Responsibility:

None.

Physical Requirements:

- speaking, hearing, vision, and manual dexterity sufficient to adequately perform the job
- ability to push/pull up to 100 pounds and lift or move up to 25 pounds occasionally
- prolonged sitting and repetitive keyboard use

Working Conditions:

Work is performed in a typical library environment.