

SENIOR DIGITAL PROJECTS ASSOCIATE

(Range 125)

DEFINITION:

The Senior Digital Projects Associate is a full-time position in the Branding & Marketing Department (BAM) that requires a self-motivated, highly 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, website, 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 create and capture moments that visually convey and enhance the vision and mission of the Library District. This position also requires an understanding and respect for the confidential nature of the work often handled by the BAM Department.

RESPONSIBILITIES:

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

1. Minimum five years' experience overseeing a major brand on web and social media.
2. Deep understanding of the critical role that these digital tools play in communicating a brand image, as well as experience in increasing audience and engagement on web and social media.
3. Recognizes the importance of creating advertising trade partnerships that can enhance and exhilarate the Library District brand.
4. Excellent writing/journalism/proofreading skills, with the ability to write vibrant, entertaining, well-written copy for a variety of formats, from personality profiles in Library Highlights magazine to impactful social media content calendars.
5. Experienced with digital photography and video to identify and capture compelling stories and moments at Library District branches and events for use on external web and social media channels.
6. Experienced as an on-camera spokesperson for a major brand; comfortable in a live interview setting, including morning show live shots that require early morning arrival times. Serves as a champion for the Library District brand, mission, and values in all settings.
7. Able to attend priority Library District events (with occasional nights/weekends) as directed by BAM and provide real-time documentation for Library District social media channels.
8. 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.

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9. Acts in a manner that promotes a professional, friendly, loyal, harmonious, and effective workplace environment. Understands, respects, and honors the confidential nature of the work that is often handled by the BAM Department.
10. Promotes and supports the overall mission of the District by demonstrating courteous and cooperative behavior when interacting with fellow BAM team members, Library District staff, and the public; and approaches all staff interactions as an opportunity to demonstrate excellent customer service.
11. Excellent organizational and project management skills, with a comfort level and experience in the pressure of meeting tight deadlines and quick turn-around responses to opportunistic promotional pushes.
12. Enjoys working in a collaborative environment with the BAM Team and works closely with the Digital Content Manager in overseeing the District's Social Media Team.
13. 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.
14. Assists in response to customer reviews, surveys and concerns to help improve customer satisfaction and retention.
15. Generates original ideas and presents them to colleagues and leadership in clear and compelling ways.
16. Stays current on all social media platforms, features and best practices.
17. Assists the Branding & Marketing Department in developing and integrating marketing materials, video, and hands-on presentations into promotional and outreach events; and monitors/uses social media outlets to increase awareness of outreach events and library services.

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 and Wordpress.
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 and video 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 BAM 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.
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.

Training and Experience:

Bachelor's degree in Communications with concentrations in Journalism, Advertising, Marketing, Digital Marketing, or related area. Five (5) years of professional experience in developing website and social media content development. Innovative and creative thinking with a basic understanding of the role that social media plays in brand development and protection.

License, Certificate, or Requirements:

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

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.

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FLSA: EXEMPT

CBA: NON-SUPERVISOR UNIT

DEVELOPED: OCTOBER 11, 2019

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