

## **JOB DESCRIPTION – LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT (LVCCLD)**

**JOB TITLE:** Senior Digital Content Specialist/Website

**EXEMPTION STATUS:** Exempt

**JOB CATEGORY:** Professional

**BARGAINING UNIT:** Non-Supervisor

### **GENERAL SUMMARY:**

Under the general supervision of the Branding & Marketing Manager, the Senior Digital Content Specialist/Website supports the marketing and communication goals of Las Vegas-Clark County Library District through the development of new, dynamic content across the Library District's digital channels, including websites and social media platforms that reach the widely varying customer demographics that comprise the Library District's service areas. The Senior Digital Content Specialist/Website position will work in concert with the Senior Digital Content Specialist/Social Media position to promote and enhance the Library District's brand awareness and online reputation through content management and Search Engine Optimization (SEO), toward the goal of improving key performance indicators, which include: increasing new website users, increasing time on website to decrease bounce rate, increasing social media engagement, broadening audience demographics, and increasing followers.

### **ESSENTIAL DUTIES & RESPONSIBILITIES:**

1. Develops and executes the Library District's web content strategy and maintains standards. Works closely with Senior Digital Content Specialist/Social Media to coordinate these two critical external communications tools.
2. Audits and maintains inventory of all website content.
3. Analyzes campaigns and translates both quantitative and anecdotal or qualitative data into recommendations and plans for creating/revising content marketing, SEO, and social media advertising campaigns.
4. Compiles and analyzes metrics and provides monthly reports on analytics and trends.
5. Monitors effective benchmarks (Best Practices) for measuring the impact of social media campaigns.
6. Analyzes, reviews, and reports on effectiveness of campaigns to maximize results of future marketing campaigns.
7. Implements an editorial calendar to manage content and plan specific, timely marketing campaigns.
8. Develops, curates, and manages all content published on the website and social channels including video, photos, images, and copy.
9. Responds to customer reviews, surveys, and concerns to help improve retention.

10. Provides feedback, identify trends, and offers guidance on content aligned with the Library District's short and long-term objectives. Acts as a brand advocate, seeking ways to expand our messaging to a broader community audience.
11. Serves as the Library District's resident expert on all social media platforms and trains all staff on the importance of social media and how it can enhance every function of the Library District.
12. Provides back up to the Senior Digital Content Specialist/Social Media.
13. Maintains, oversees, and monitors website content and updates.
14. Compiles and analyzes metrics.
15. Promotes and supports the overall mission of the Library District by demonstrating courteous and cooperative behavior when interacting with public and staff; approach all staff interactions as an opportunity to demonstrate excellent customer service; and act in a manner that promotes a harmonious and effective workplace environment.

### **CORE COMPETENCIES:**

- Customer service
- Professional Writing
- Content management systems, HTML and WordPress
- Project Management
- Marketing campaign development
- Social Media Data Analysis
- Digital Photography / Videography

### **KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:**

#### **● EDUCATION:**

**Required:** Bachelor's degree in Communications with concentrations in Journalism, Advertising, Marketing, Digital Marketing, Web Design, or related area.

**Preferred:** NA

#### **● EXPERIENCE:**

**Required:** Five (5) years of professional experience in developing website and social media content development with as minimum five years' experience overseeing a major brand on web and social media.

**Preferred:** NA

#### **● LICENSE AND CERTIFICATION:**

**Required:** Possess, or can obtain, a valid Nevada Driver's License at the time of hire.

**Preferred:** NA

- **PHYSICAL REQUIREMENTS:** Work is primarily performed in an office setting. Ability to lift up to ten (10) pounds and occasionally lifting and/or carrying such articles as files or books. Although work is performed in an office setting, a limited amount of walking or standing is often necessary to carry out job duties.

**ADDITIONAL KNOWLEDGE, SKILLS, & ABILITIES:**

- Knowledge of best practices in digital management.
- Ability to work with minimal supervision.
- Ability to problem-solve and troubleshoot.
- Ability to write effectively for social media platforms.
- Ability to triage assignments and meet established deadlines.
- Ability to communicate effectively with internal and external customers.
- Ability to foster positive customer relationships.
- Ability to accurately prepare and maintain files, records, and reports.
- Ability to handle stressful situations with professional composure.
- Ability to process and handle confidential information with discretion.
- Ability to communicate effectively in both oral and written form.
- Ability to maintain effective interpersonal relationships.

**DEVELOPED:** August 10, 2023