

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

JOB TITLE: Senior Digital Content Specialist/Social Media

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 social media platforms. The position will work in concert with the Senior Digital Content Specialist/Website position to promote and enhance awareness of the Library District's brand and online reputation, through content management and Search Engine Optimization (SEO), toward the goal of improving key performance indicators, which include: increasing followers and engagement on all social media channels through development of advertising, promotional campaigns, and activations; collection and analysis of social media data. All activities of this position must drive effective content marketing campaigns that reach the widely varying customer demographics that comprise the Library District's service area. Fosters and maintains a diverse, equitable, inclusive and accessible work environment. May require travel between Library District Branches.

ESSENTIAL DUTIES & RESPONSIBILITIES:

1. Develops and executes the Library District's social media content strategy and maintains standards.
2. Works closely with Senior Digital Content Specialist/Website to coordinate these two critical external communications tools.
3. Audits and maintains inventory of all social media content.
4. Analyzes and translates both quantitative and qualitative data into recommendations and plans for creating/revising content marketing, SEO, and social media advertising campaigns.
5. Implements an editorial calendar to plan specific, timely marketing campaigns.
6. Collaborates with BAM team members to develop and create video, photos, graphics, and copy, and then manage all content published on the Library District's social media channels.
7. Monitors industry Best Practices, and compiles and analyzes metrics to provide monthly trend reports.
8. Responds to customer reviews, surveys, and concerns to help improve retention.
9. Serves as the Library District's resident expert on all social media platforms and provides staff training.

10. 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 Analytics, or related area.

Preferred: NA

• EXPERIENCE:

Required: Five (5) years of professional experience in developing website and social media content development.

Preferred: Five (5) years professional experience overseeing digital content for a major brand on web and social media.

• 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: December 28, 2023