



JOB DESCRIPTION – LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT

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 Director, the Senior Digital Content Specialist-Website supports the marketing and communication goals of Las Vegas-Clark County Library District through the development of new and dynamic content on the Library District's website. Promotes and enhances awareness of the Library District's brand and online reputation through digital content management, and Search Engine Optimization (SEO). Leverages web analytics tools to improve key performance indicators, including: increasing new website users, increasing dwell time on the website to decrease bounce rate, increasing social media engagement, broadening audience demographics, and increasing mobile app downloads. Manages and maintains content on the employee intranet. Drives effective content marketing campaigns that reach the widely varying customer demographics that comprise the Library District's service area.

ESSENTIAL DUTIES & RESPONSIBILITIES:

1. Develops and executes the Library District's web content strategy and maintains standards, including UX and UI considerations, to ensure Web Content Accessibility Guidelines (WCAG) are met and provide equitable accessibility and engagement for all users.
2. Works in partnership with the Senior Digital Content Specialist-Social Media to coordinate web and social media initiatives to drive traffic, engagement, and conversions across these two critical external communication tools.
3. Audits and maintains inventory of all website content and updates using a content management system (CMS) and coordinates updates for accuracy, accessibility, and SEO compliance.
4. Analyzes and translates both quantitative and qualitative data into recommendations and plans for creating and revising content marketing, SEO, and website functionality.
5. Implements an editorial calendar to plan specific, timely marketing campaigns on the Library District's website and mobile app.
6. Manages and maintains content on the employee intranet to ensure timely, accurate, and engaging internal communication, and collaborates with departments to support

information sharing and staff engagement.

7. Collaborates with BAM team members to develop and create video, photos, graphics, and copy, and manages all content published on the Library District's website.
8. Monitors industry best practices, and compiles and analyzes metrics for inclusion in monthly trend reports.
9. Monitors and responds to customer reviews, surveys, and concerns to improve user satisfaction and support a positive digital customer experience (CX).
10. Serves as the Library District's resident expert on all web platforms and provides staff training.
11. Promotes and supports the overall mission of the Library District by demonstrating courteous and cooperative behavior when interacting with the public and staff; approaches all staff interactions as opportunities to demonstrate excellent customer service; and acts in a manner that promotes a harmonious and effective workplace environment.
12. Performs other duties as assigned.

CORE COMPETENCIES:

- Customer service
- Professional writing for the web
- Content management systems, HTML and WordPress
- Project management
- Marketing campaign development
- Google Analytics
- 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, Data Analytics, or related field.

Preferred: NA

- **EXPERIENCE:**

Required: Five (5) years of professional experience in website content development.

Preferred: Five (5) years of professional experience overseeing digital and website content for a major brand, with demonstrated familiarity with current social media trends.

- **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. Must be able to lift up to ten (10) pounds and occasionally lift and/or carry such articles as files or books. A limited amount of walking or standing is often necessary to carry out job duties.

ADDITIONAL KNOWLEDGE, SKILLS, & ABILITIES:

- Knowledge of user-centered design principles, responsive layouts, and accessibility (Web Content Accessibility Guidelines).
- Knowledge of SEO best practices and their implementation in web design.
- Knowledge of digital content management workflows and tools.
- Knowledge of basic coding and graphic design principles.
- Skilled in using front-end frameworks.
- Ability to troubleshoot, debug, and optimize code for performance, security, and scalability.
- Ability to create intuitive, visually consistent designs for desktop and mobile devices that are aligned with brand standards.
- Ability to write effectively for web content and social media platforms.
- Ability to manage multiple assignments and deadlines.
- Ability to communicate effectively, in both oral and written form, with internal and external customers.
- Ability to build and maintain positive relationships with customers and colleagues.
- Ability to prepare and maintain accurate files, records, and reports.
- Ability to handle stressful situations with professionalism and composure.
- Ability to manage confidential information with discretion.

DEVELOPED: August 10, 2023

UPDATED: September 24, 2025