

**Title:** Digital Content Specialist

**Grade:** 7

**Average Weekly Work Hours:** 37.5

**FLSA Classification:** Non-exempt

Are you a creative, innovative and tech-savvy individual with an aptitude for writing? Do you excel in a collaborative work environment and have the organizational capacity for project management? If so, this may be the opportunity for you!

The Indian Trails Library District is seeking a Digital Content Specialist to primarily work to create digital content and lead the implementation of a digital communication strategy in keeping with the library's overall communication strategy and brand. Under the direction of the Communications Manager, the Digital Content Specialist would work closely with all departments to create and publish content as needed in a variety of forms.

Some of the Key Duties and Responsibilities include:

- Collaborate with the Communications Manager to update and manage content and copy, ensure maximum online usability and on-brand web content.
- Maintain and help evolve the voice of web communications, research, write and edit SEO-rich, grammatically accurate content for library website, e-newsletter and social media; take a proactive approach to improve communications and brand across all online channels.
- Support online marketing, mobile and social media campaigns with digital content and media.
- Work with multiple owners of particular content to revise, measure and ensure consistent, accurate and engaging marketing content for existing and new initiatives.
- Identify and assess new/under leveraged/emerging digital channels of communication (e.g. apps, social media, mobile technologies, blogs, user-generated content, RSS and video).
- Assist with editing and proofing as needed.
- Maintain and submit statistics, reports, project calendar and project files as required.

### **Qualifications**

- Bachelor's degree required; major in English, communications, public relations or marketing preferred.
- At least two years of demonstrated experience writing/editing engaging marketing content (in print and specific for the web), or an equivalent combination of education and experience.

- Superior English writing, grammar and editing skills. Able to communicate clearly and concisely with staff and library members.
- Strong organizational and project management skills.
- Able to work under competing deadlines, and sometimes, under pressure for quick turnarounds.
- Excellent computer and information technology skills, including CMS and Microsoft Office; knowledge of graphic and web design and experience with WordPress a plus.
- Must have reliable transportation and ability to work days, evenings and weekends as needed.

Hourly rate of \$19.52. To apply, send resume via e-mail to HR at [hr@itpld.org](mailto:hr@itpld.org). Please include the job title in the subject line. No phone calls please.