

## **Digital Communications Coordinator**

Full Time, Non Exempt / 37.5 hours per week

The Digital Communications Coordinator will report to the Head of IT to guide us in providing a clear and consistent message to the community by creating and managing content for our various digital channels. The Digital Communications Coordinator will play a vital role in defining our voice and how that voice is presented to patrons by designing creative materials, strategic planning and coordinating of marketing campaigns, utilizing and updating the library website, implementing digital marketing campaigns, and guiding us towards new and emerging technologies.

### **Responsibilities**

- Work closely with the Outreach Coordinator to strategically plan and execute marketing campaigns, providing a clear and consistent message to the community.
- Create content to be used on the Library's social media channels
- Update, maintain, and create content for the Library's in-house digital signage platform.
- Schedule, prioritize, and edit staff generated content to be posted on the Library blog.
- Maintain and update the Library's official website to reflect current marketing campaigns and ensure all content is up to date.
- Prepare and format content for Library email newsletter and coordinate release schedule.
- Identify and explore opportunities to leverage digital platforms to promote existing library services and programs.
- Use analytic tools to assess website and social media performance, identifying and suggesting opportunities for improvement.
- Other duties as assigned.

### **Qualifications**

- Bachelor's degree or equivalent combination of education and experience
- 1-2 years in a communications or marketing related role within an organization
- Advanced verbal and written communications skills
- Strong knowledge of social media platforms
- Proficient in Google Apps platforms including Gmail, Docs, Sheets, and Google Drive
- WordPress (or other CMS) experience
- Ability to handle multiple assignments, work under tight deadlines, schedule and prioritize projects
- Video editing skills and graphic design experience preferred, Adobe CC experience a plus.

### **Interactions**

The Digital Communications Coordinator interacts heavily with all departments within the library, and works closely with the Outreach Coordinator and IT staff. Networks with the public relations and social media community, and persons in similar positions in other organizations.

### **Scheduling**

This position may require working during any of the hours that the library is open, including evenings or weekends. Although a weekly schedule will be established, the needs of the library may require schedule changes and flexibility.

### **Physical and Mental Job Conditions**

This job requires:

- long periods of sitting and standing.
- long periods of concentration and attention to detail.
- quickly and accurately placing in alphabetical or numerical order.
- accurate and rapid keyboarding skills.
- extended periods looking at a computer screen, retrieving and processing information.

Submit cover letter and resume to Tom Owen, Head of Information Technology  
towen@deerfieldlibrary.org

**Application Deadline:** October 9, 2017

**Starting Salary:** \$39,662