



VACANCY ANNOUNCEMENT

*Open to all qualified current staff
and external applicants*

DIGITAL MARKETING SPECIALIST COMMUNICATIONS, LIBRARY 21C

(Full-time, Non-Exempt)

Position # 181054001

- DATE POSTED:** June 14, 2019
- LOCATION:** 1175 Chapel Hills Dr., Colorado Springs, CO 80920
- SALARY RANGE:** \$19.57 per hour + full benefits (for benefits information, please see: <https://ppld.org/jobs/benefits>)
- POSITION HOURS:** 40 hours per week per the following schedule:
Monday – Friday - 8 a.m. – 5 p.m.
Some evenings and weekends when required

Note: Regular schedule may be subject to minor changes due to required meetings, training events, etc. Management may require modifications to a position's schedule, days, times and locations at any time as the needs of the Library District change.

APPLICATION PROCEDURE:

1. Complete a PPLD online application located at ppld.org/jobs
2. **Resume and Letter of Interest highlighting your relevant work experience and qualifications for the position in any of the following file types: .doc, .docx, .pdf, .html**
3. If you require an accommodation to complete your job application, please contact the Human Resources Office at (719) 531-6333, Ext. 6086.

CLOSING DATE: Online application materials must be received by **June 25, 2019** at 9:59 p.m. MDT.

CONDITIONS OF EMPLOYMENT:

All selected candidates...

- are required to complete a Department of Homeland Security I-9 Form at the time of hire and must be able to provide acceptable documentation in order to verify his/her legal right to be employed in the U.S. (pursuant to the Immigration Reform and Control Act of 1986). Pikes Peak Library District participates in E-Verify.
- are subject to a full reference and background investigation including verification of identification (including verification of Social Security number using USCIS E-verify), education, former employment, and criminal history.
- may be uniformly tested for job-related skills and required physical abilities.
- may be required to undergo a physical examination *after* a job offer is extended in order to ensure that the job's physical requirements are met.
- must understand and comply with PPLD's drug-free workplace policy.
- understand and agree that they have been hired at the will of the employer and that employment may be terminated at any time, with or without reason, and with or without notice, in accordance with Colorado law.

EOE

As an **Equal Opportunity Employer**, Pikes Peak Library District does not discriminate on the basis of race, color, religion, sex, age, national origin, disability, pregnancy, sexual orientation including gender expression, genetic information, military status, or any other status protected by law or regulation. It is our intention that all qualified applicants are given equal opportunity and that selection decisions be based on job-related factors. The library reserves the right to hire more than one person per advertised vacancy.

DIGITAL MARKETING SPECIALIST (cont.)

Position Summary:

As a key member of the Communications department, the Digital Marketing Specialist oversees the execution of online publicity to expand the community's awareness, understanding, and use of Pikes Peak Library District's facilities, services, and resources. This position coordinates social media, email marketing, website promotion, SEO, and digital advertising.

Essential Functions

Functions listed are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

- Develop and execute digital marketing initiatives, campaigns, and activities that align with departmental and organizational goals.
- Maintain an editorial calendar for all digital marketing efforts, including but not limited to: social media, email marketing, website promotion, blog posts, and online advertising.
- Administer all District-wide social media platforms (Facebook, Twitter, and Instagram) from generating and posting content to monitoring and responding to inquiries.
- Coordinate SEO-optimized website content and graphics to ensure consistency with marketing strategies, as well as adherence to brand guidelines.
- Manage District-wide email marketing, including but not limited to: service subscription, content creation, lists and segmentation, distribution, and reports.
- Support local digital activities led by library staff; coordinate a staff committee, monitor and conduct audits, make recommendations, and provide training and ongoing education.
- Write, edit, and proof social media posts, website copy, email newsletters and notices, blog posts, and other content; create and update interactive forms and surveys for public use.
- Track metrics and key performance indicators for digital marketing engagement; provide monthly and annual reports.
- Respond to customer and staff inquiries, as well as monitor and respond to online reviews.
- Perform online updates for inclement weather and other closures.
- Assist in the development and execution of marketing strategies, communication plans and budgets, promotional campaigns and activities, new initiatives, and public events.
- Support the District's brand/reputation management, as well as issues and crisis communication plans.

Additional Duties and Responsibilities

Duties are considered non-essential and include the following:

- Keep informed about library and department information; maintain active knowledge of current activities and strategic initiatives across the District.
- Stay current on industry trends, current events, and community news.
- Assist in managing budget accounts and vendor contracts for digital marketing.
- Utilize and reference brand guidelines and strategic plans for all work.
- Participate in special projects as assigned, such as new initiatives and public events.
- Engage in professional development and educational opportunities via participation in community and professional organizations, as well as internal committees and teams.
- Attend regular department meetings and scheduled all-staff meetings.
- Perform other job-related duties as requested or assigned.

DIGITAL MARKETING SPECIALIST (cont.)

Required Knowledge, Skills, and Abilities

The employee is expected to perform or possess the following:

- Knowledge of and ability to follow Pikes Peak Library District's policies and procedures.
- Ability to act as an ambassador of PPLD by promoting its mission and vision to the public.
- Knowledge of the Communications department's guidelines, standards, and priorities.
- Displays an aptitude for creativity; capable of conveying organizational messages with dynamic and engaging content for varied audiences and communication channels.
- Exhibits excellent copywriting, editing, and proofreading skills.
- Demonstrates strong project and time management skills, with an ability to prioritize projects and meet deadlines in a fast-paced, detail-rich environment.
- Exhibits sound judgment and professional demeanor in all situations; known for customer service and maintaining effective relationships with staff, patrons, partners, and vendors.
- Demonstrates an aptitude for graphic design and other application software, including Adobe Creative Suite and Microsoft Office Suite, along with standard office equipment.
- Proficiency in navigating and using social media platforms, email marketing services, website content management systems, Google Analytics, and other online tools.
- Must be a responsive, adaptable, and supportive team player who values collaboration and working in a diverse environment.
- Ability to work a flexible schedule when needed; occasional early mornings, evenings, and weekend hours may be necessary for events and other library-related activities.

Education and Experience:

1. Requires 2-4 years of professional experience in marketing communications, public relations, or related role, with proven digital marketing success.
2. Requires a Bachelor's degree in communications, marketing, journalism, or related field, which can be substituted by at least 4-6 years of relevant professional experience.
3. Previous experience working with public information in a library or nonprofit setting is preferred.
4. Bilingual ability is a plus in serving a diverse community.
5. Must have access to reliable transportation for local travel.

Physical and Environmental Conditions:

Work is primarily conducted in an office setting that provides comfortable lighting, temperature and air conditions. The position requires the ability to sit and use a computer or standard office equipment for extended periods. It also requires local travel, as well as the ability to occasionally lift up to 25 pounds.

Work environment involves everyday risks or discomforts that require normal safety precautions typical of such places as offices or meeting rooms, e.g. use of safe work place practices with office equipment, and/or avoidance of trips and falls and observance of fire regulations.