

Digital Experience Manager

JOB TITLE: Digital Experience Manager

FLSA STATUS: Exempt

GRADE: 41

DEPARTMENT: Public Services

APPROVED DATE: 11/2020

REVISED DATE: 02/2022

Job Summary

The Digital Experience Manager is responsible for overseeing the strategic and operational development of the customer digital experience. This position will oversee the content management system (CMS) for the Library website, as well as other digital tools including the online event management system, digital help desk and mobile apps for Sno-Isle Libraries. Evaluate and monitor public accessibility of digital services and resources to determine and remove barriers ensuring inclusive library access to all customers, and work with people from diverse backgrounds, build and maintain relationships with library stakeholders and community leaders, and identify ways to best meet diverse customer needs.

We Value Lived Experience

Sno-Isle Libraries is committed to embedding equity into our organization. As we engage in equity work, it's important to have a good foundation to frame the work and then provide training opportunities to build skills and knowledge.

We value and embrace the unique experiences our staff members bring to the organization and recognize how their experiences improve the service we provide.

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. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of this job.

1. Manage the strategic development of the customer digital experience; articulate the vision and mission of the website to stakeholders.

2. Provide overall leadership including planning, coordinating, evaluating, and supervising digital experience staff and activities. This includes ensuring delivery of customer centric web pages that reflect the diversity of our communities and provide equity of access in collaboration with staff, vendors and consultants, participating in the evaluation of new products that integrate with web and/or mobile content, and planning and conducting usability studies.
3. Identify the standards, service delivery models, service portfolio, goals, and initiatives for the digital experience; review and analyze online performance through analytical tools.
4. Supervise the establishment of standards, methods, and technical specifications for developing and maintaining digital content and service; including, but not limited to, the website, online event management system, digital help desk, and mobile apps.
5. Develop and maintain cooperative working relationships with Service Center departments, community libraries and online communities. Form and lead meetings with a Website Advisory Group to coordinate web efforts with different departments and staff.
6. Perform effective community relations and library promotion activities to enhance the public stature and usefulness of the library to its communities. Included are presentations and business negotiations with local government officials as well as presentations to a wide variety of organizations in the public to promote the library and its programs.
7. Assure the fiscal soundness of operations to include developing budgets for operations, staffing, training, equipment, and acquisitions; monitoring expenditures compared to budget and taking necessary corrective action; reviewing and approving purchases.
8. Collaborate with Communications department on marketing and brand strategies into digital mediums to create effective online marketing with regards to the customer's digital experience.
9. Provide effective direction to assigned staff. This includes such actions as interviewing, selecting, and training staff, scheduling and assigning staff to tasks and services, coaching/mentoring staff, and arranging for or presenting continuing training, applying Library District personnel policies and procedures to such matters as granting and scheduling leave, resolving grievances and discipline matters, and promoting and terminating staff members.

Additional Duties and Responsibilities

1. Attend meetings, trainings, and workshops as assigned.
2. Participate in ongoing professional development through training, conferences, reading and collaboration with others.

3. Train new staff as needed.
4. Assist with special projects as required.
5. Perform other duties as assigned.

Supervision

The position will report to a District Manager and will supervise the Digital Experience Team.

Knowledge, Skills, and Abilities

1. Demonstrated excellent customer service skills.
2. Strong communication skills and demonstrated ability to collaborate and foster a learning organization through excellent facilitation and team-building skills.
3. Ability to work cooperatively and communicate effectively with the public, vendors and co-workers in all levels of the organization.
4. Ability to be flexible, manage ambiguity, adapt to change and successfully work in a fast-paced dynamic environment.
5. Ability to meet deadlines in a fast-paced, multiple project environment and to adapt to new priorities
6. Strong organization, attention to detail, and problem-solving skills.
7. Ability to uphold the principles of equity, diversity, and inclusion in the workplace and the community.
8. Ability to work independently and to set priorities.
9. Knowledge of library resources, programs, and services in a public library.
10. Knowledge of Library District policies and procedures.
11. Ability to work in content management or search systems.
12. Ability to work with user-experience and usability testing.
13. Ability to communicate effectively with diverse audiences.
14. Ability to deliver effective and engaging presentations to a variety of audiences.
15. Ability to work cooperatively and maintain effective interpersonal skills with the public and co-workers.

16. Ability to operate relevant computer systems including hardware and software, such as Microsoft Word, electronic databases, e-mail, and internet navigation in addition to other office equipment and security systems.
17. Ability to perform each essential duty satisfactorily. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Education and Experience

Knowledge, skills, and abilities for this position can be acquired by a combination of experience and education including:

1. These skills and abilities typically are acquired through a combination of experience and training including university-level education. A four-year degree or higher in Business Administration, Computer Science, or a related field is required. Master's degree in library or information science is preferred
2. At least one year of experience in supervision required.

Physical and Environmental Conditions

The physical demands described here are representative of those that must be met by a staff member to perform the essential functions of this job successfully. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the incumbent is required to operate computers for extended periods of time. The incumbent may occasionally move objects or materials weighing up to 25 pounds.

Most of the work is carried out within a generally accessible, safe, indoor environment. The incumbent must regularly communicate with coworkers and members of the public. These contacts and situations are deemed to be generally safe and free of undue stress, but require incumbents to be cordial, helpful, and skilled in interpersonal relations with others both in the public and within the Library District.

Incumbents may travel to various sites in all kinds of weather and traffic conditions. To accomplish this travel, the incumbent must be able to drive and hold a valid Washington State driver's license or to make independent arrangements for such transportation.