

Digital Marketing Manager

Posted on May 18, 2021

Stark Library, based in Canton, Ohio, is seeking skilled digital marketing professional fill our Digital Marketing Manager position. This role will be based at our Main Library headquarters location as well as work across the county with our various branches.

The Digital Programming Manager is responsible for all digital platforms, including the functionality and maintenance of the website, strategic direction for all digital platforms and social media, and management and coordination of all projects associated with these platforms. The successful candidate will be highly organized, an exceptional communicator, and committed to advancing the mission of the Library through high quality digital marketing initiatives.

This is a full-time (40 hours/week), exempt, individual contributor position, reporting to the Communications & Marketing Director. Compensation includes a competitive salary commensurate with the candidate’s qualifications and a generous benefits package.

If you believe you may be a good fit for this position, please complete an employment application and provide a copy of your current resume.

Title:	Digital Marketing Manager
Internal Classification:	Coordinator (E2)
Primary Location:	Main Library
Hours:	Full-time (40 hours/week)
Minimum of Salary Range:	\$42,000

Position Summary

The Digital Marketing Manager assumes the overall responsibility of all digital platforms, including the functionality and maintenance of the website, strategic direction for all digital platforms and social media, and management and coordination of all projects associated with these platforms. They implement the library’s mission and marketing strategy across digital platforms, to satisfy the current and future needs of the library.

Duties and Responsibilities

1. Digital Property Management:
 - a. Oversees user experience of all the Library’s online properties, including website, social media, mobile app, and digital signage, working where appropriate with vendors, the Communications Team, and Library staff, ensuring consistent branding and messaging across all channels where the Library is represented electronically.

- b. Formulates goals, plans, and procedures for the online properties to support the Library’s mission and goals and communicates such throughout the organization.
- c. Engages in strategic planning and decision making for the Library’s website, including navigation, user experience, and connectivity.
- d. Provides strategic direction for and manages the social media committee in the development and execution of social media content.
- e. Initiates, coordinates, and executes digital projects, including requirements analysis, vendor selection, budgeting, scheduling, task prioritization, and project team leadership.

2. Technical Responsibilities

- a. Owns the user interface of the website, overseeing the content management system and other digital publishing platforms, with a working knowledge of HTML and CSS.
- b. Works closely with IT and other Library staff to ensure connectivity between library systems and public-facing digital properties.
- c. Stays up-to-date on industry best practice in areas of responsibility, including web management, search engine optimization, email marketing, and social media.

3. Marketing Responsibilities

- a. Plans and executes multiplatform, integrated digital marketing campaigns, including a combination of paid media (e.g. Google AdWords, Facebook) and unpaid media.

4. Analytics and Reporting

- a. Evaluates the effectiveness of the Library’s online efforts, analyzing key metrics, measuring outcomes and identifying trends, with a goal of driving web traffic and online engagement.
- b. Provides evaluations, marketing data, statistical analysis, and recommendations (and as requested) as part of the normal process.

5. Other duties as required.

Core Competencies

1. Adaptability	1. Initiative
2. Communication	2. Job Knowledge
3. Customer Service	3. Quality of Work
4. Dependability	4. Teamwork
5. Ethics & Integrity	

Technical / Functional Skills and Competencies

- 1. Expertise and understanding of best practices and metrics in digital marketing platforms, social media, SEO, and web traffic.
- 2. In-depth familiarity with content management systems and common web analytics platforms.
- 3. Demonstratable experience with marketing automation and email marketing.
- 4. Functional expertise in the use of HTML and CSS.
- 5. Proficiency in MS O365 [Outlook, Excel, Word].

6. Video editing and production is a plus.
7. SharePoint experience is a plus.
8. Familiarity with graphic design and photo editing using industry standard software.

Education and Experience

- Education: Bachelor's degree in Marketing, Web Development or related fields or equivalent work experience is required.
- Years of relevant experience: Minimum of 3 years required.
- Experience working with all levels within an organization is preferred.

Working Conditions and Physical Requirements

- The library environment involves everyday risks or discomforts that require normal safety precautions typical of offices, which includes the need for general safe workplace practices with office equipment and computers, avoidance of trips and falls, and observance of fire regulations.
- The noise level in the work environment is usually quiet to moderate.
- This position is performed in an office setting although frequent off-site meetings in various settings occur.
- Normal working hours for this position are Monday through Friday, 8am to 5pm. Due to the nature of this position and the Library's hours of operation, employees in this role may be required to perform tasks before or after normal working hours and as the work necessitates on weekends and evenings.
- Lift light objects [less than 20 pounds] and carry them short distances [20 feet or less].
- Remain in a seated or standing position for extended periods of time while performing a variety of tasks.
- Perform repetitive hand, arm, and body movements, including typing and/or lifting books, on a continuous basis.
- Some travel by personal automobile and a valid State of Ohio driver's license along with the ability to maintain a driving record that is satisfactory to the Library's liability insurance carrier is required. Occasional overnight travel may also be required.