

Job Posting

Position Title: Online Information Coordinator

Position Type: Ten Month Limited Term Contract, 40 hours per week.

Compensation: \$21.44 per hour.

Benefits: Flexible Work Environment, Mileage Reimbursement.

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Purpose of the position:

To assist the member libraries of the Lakeshores and Arrowhead library systems by 1) coordinating their online presence through library websites, social media channels, and mobile apps, and 2) creating content suitable for library social media channels and websites.

Duties and Responsibilities (Variable According to Individual Strengths)

- Survey and analyze existing library websites and social media channels.
- Identify and document opportunities for improvement of library websites and social media channels.
- Identify and evangelize opportunities and goals for achieving greater coordination among the web and social media channels of the libraries.
- Work with the ALS Public Information Coordinator and LLS IT Manager to develop, present, and execute specific actions to achieve identified goals in collaboration with library staff members and librarian advisory committees.
- Plan and coordinate technical aspects of identified actions with the LLS IT team.
- Consult with libraries on implementing new websites and features.
- Assist libraries in setting-up, maintaining, and updating library websites in a WordPress environment.
- Train library staff on how to add content to and maintain their websites.
- Assist libraries with implementing online newsletters.
- Perform an annual review of online and social media content, including usage statistics, with each member library.
- Assist in creating miscellaneous web and social media content, including web pages, social media posts, and graphic design items of content.

Other Duties may include:

- Creation of promotional materials such as flyers, brochures, book lists, bookmarks, and directories.
- Planning and coordination of special promotional activities.
- Conduct staff trainings at libraries related to public relations.
- Advise libraries and system staff on the best use of various types of media.
- Other duties as assigned.

Unique Aspects Of this Position

- Lakeshores Library System (LLS) and Arrowhead Library System (ALS) partner closely in many areas of service to member libraries.
- This position is funded by the American Recovery Plan Act (ARPA).
- LLS and ALS are exploring the formation of a new combined library system effective January 1, 2023.
- Merger-related staff restructuring may allow this position to become permanent.
- Due to its experimental nature, the duties and responsibilities of this position may evolve to suit the skills and interests of the right candidate.

Supervision

Lakeshores Library System is the fiscal and administrative agent of the grant that is funding this position. Therefore, terminal supervision for this position will be provided by the LLS Administrator. However, this position will report directly to the ALS Public Information Coordinator, who will provide day-to-day supervision, direction, and coaching.

Required Qualifications

- A flexible, self-starting, communicative attitude is critical for success in this position.
- Advanced knowledge of web page design principles including wireframing, building, content creation, and graphics are critical.
- Strong experience with WordPress - or demonstrated aptitude to learn quickly - is critical.
- Advanced knowledge of Adobe Creative Suite programs (dependent on activities, including Photoshop, InDesign, Illustrator, Acrobat, Premiere Pro, etc.).
- Excellent communication skills, both written and in-person.

Education

- Bachelor's degree in related field (graphic design, web design, user experience, marketing, etc.) or 2+ years of directly-relatable professional experience.
- Educational background in traditional or digital marketing is a significant bonus.

Knowledge Skills and Abilities

- Passion for public libraries and their mission to serve their communities.
- Ability to work independently with a minimum level of supervision.
- Ability to design attractive educational and promotional materials.
- Must be able to work at a computer station up to eight hours a day.
- Ability to use computer equipment, printers, email, and other modes of communication is essential.
- Some local travel may be necessary.

- Must be comfortable both advising public library staff, and accepting/evaluating suggestions and feedback.
- Willingness to learn the terminology, procedures, and organizational structure of libraries and their related institutions.

Working Conditions

It is intended that this position will begin on-site at the ALS offices in Milton, WI. At the discretion of the LLS Administrator, other options may be offered (including the LLS Offices in Waterford, and remote work). Some travel within a three-county area (Racine, Rock, and Walworth) will be required using a personal vehicle in order to visit member libraries, attend meetings or continuing education events, and to collaborate with other project members.

Information about the Arrowhead and Lakeshores Library Systems

- Arrowhead Library System Information: <https://www.als.lib.wi.us/site/about/about-us/>
- Lakeshores Library System Information: <https://www2.lakeshores.lib.wi.us/aboutcontact>

To Apply for this Position

Send the following materials via email to sohs@lakeshores.lib.wi.us:

1. Cover Letter
2. Current resume
3. One example of previous work in graphic design, web development, or marketing content.
4. Preference will be given to applications received prior to December 15th, 2021.

NOTE: applicants selected for interviews will be asked to provide a portfolio of previous work examples.