Close Date: Dec 1, 2014
Salary: $85,170.00 - $116,496.00 Annually

Job Description Pending board Approval

BASIC FUNCTION
Plan, direct and review activities and operations of the Library’s virtual branch; oversee e-content and database acquisition through Collection Services and other departments; lead the Communications and Marketing team; interface with IT; coordinate with Programming and Public Services staff; provide leadership in development of system-wide plans, policies and procedures.

MAJOR DUTIES AND RESPONSIBILITIES
(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 implement strategies for standards, methods and direction for creation of online digital content for the system, including the Library’s website and social media presence and external venues.
- Administer the Library’s online presence, including communications and media outreach.
- Develop, coordinate and implement the Libraries social media strategy; develop and deliver social media strategies around major events, campaigns, announcements and launches.
- Develop and implement effective communications and library brand and marketing strategies.
- Oversee activities and services related to digital content and collections provided through the Virtual Branch and integrated library system; overseeing staff selecting core content.
- Supervise development and administration of budget; forecast funds needed for staffing, equipment, materials and supplies; monitor and approve expenditures; implement mid-year adjustments.
- Administer competitive bid processes, product testing, and service assessment; negotiate associated licenses and fees.
- Coordinate activities to provide technical support to staff and customers; develop training for staff and customers.
- Oversee gathering and analyzing of statistics for website, databases, social media, and services of the Virtual Services.
- Develop policies and procedures regarding the Library’s digital presence across platforms.
- Lead and participate in system-wide committees, task forces, and staff training.
- Cultivate creative and innovative approaches to service and program delivery and problem resolution; initiate and participate in problem identification and problem solving across library system.
- Assign and prioritize work and projects of staff; monitor work flow; implement and administer policies and procedures; review and evaluate work.
- Assist in recruitment and hiring; train and evaluate staff.
- Supervise development and administration of budget; forecast funds needed for staffing, equipment, materials and supplies; monitor and approve expenditures; implement mid-year adjustments.
- Prepare, maintain, and provide statistics and reports based on a variety of files, lists, and databases; write letters, memos, reports and summaries.
- Promote the library within the Sacramento community; represent the library to other agencies and organizations.
- Travel throughout the library service area.
- Work a flexible schedule which may include evenings and weekends.
- Perform other related duties as assigned.

QUALIFICATIONS:
Knowledge of:
1. Existing and emerging technologies relevant to digital content.
2. Social media and social media strategies.
3. Media industries such as web publishing, broadcasting and mobile.
4. Principles and practices of budget preparation and administration.
5. Federal, State and local laws, regulations and ordinances.
7. Principles and practices of budget preparation and administration.
8. Correct English usage, punctuation, spelling and grammar.
9. Modern public library operations, services, and activities.

Ability to:
1. Coordinate system-wide digital services.
2. Manage internal and external web presence.
3. Update and improve website and intranet; manage social media platforms.
4. Negotiate database and digital content licenses.
5. Develop, analyze, monitor and control budgets.
6. Learn, interpret, explain and apply Sacramento Public Library’s policies and procedures.
7. Manage and develop proposals and oversee projects.
8. Establish and maintain effective working relationships.
9. Communicate both orally and in writing in a clear and concise manner.
10. Choose an effective course of action and develop appropriate solutions.
11. Establish priorities, organize work; meet schedules and timelines.
12. Exercise sound judgment and make independent decisions.
13. Prepare accurate and reliable documents and reports containing findings, conclusions and recommendations.
14. Model and provide excellent customer service; anticipate customers’ needs and deliver services by focusing on the customer.
15. Effectively supervise and manage personnel.
16. Work independently with little direction.
17. Pay attention to detail and maintain accurate records.
18. Work with information in confidence and with discretion.
19. Keep current by reading professional publications, newsletters, trade journals, newspaper and magazines.
20. Understand and carry out oral and written direction.
22. Operate personal computer and software programs.
23. Travel throughout library service area.

EXPERIENCE
Five (5) years direct experience with library virtual services and content development with two (2) years at the supervisory level or higher is required. Experience in digital content acquisition, online communications or marketing preferred.

EDUCATION
Bachelor’s degree from an accredited college or university is required. Master’s degree in Library Science from an American Library Association (ALA) accredited college or university is required.

LICENSES, CERTIFICATIONS, BONDING AND/OR TESTING REQUIRED
Possession of a valid Class C California Drivers’ License and proof of proof of satisfactory Department of Motor Vehicle (DMV).

OTHER REQUIREMENTS
Personal transportation for job-related travel.

WORKING CONDITIONS
Environment:
The work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. This position will primarily be an indoor office environment.

Physical Abilities:
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The employee must be able to:
- Lift, carry, push and/or pull items with a strength factor of light work.
- Hear and speak to exchange information in person and on the telephone.
- See to read a variety of materials.
- Possess dexterity of hands and fingers to operate equipment.
- Stand and walk.
- Bend at the waist, kneel or crouch.
- Sit or stand for extended periods of time.
- Climb a step stool/ladder and reach above shoulders

Hazards:
Sitting and viewing a computer monitor for extended periods of time.

Ideal Candidate:
Are you someone with a hankering to oversee an ever expanding virtual communications universe? Do you have a combination of strong organizational skills, technology acumen, and an eye for the right graphic image? If you answered yes to any of these, we want to hear from you.

Sacramento Public Library is seeking a highly skilled individual to manage the day-to-day operations of virtual services, communications and marketing. This includes the Library web presence, social media, digital content development and acquisition along with system-wide communications and marketing. It also includes development and oversight of intranet services. The manager works in collaboration with direct reports as well as with units throughout the library system, specifically IT, Collection Services, and public services staff.

Benefits:
This is an exempt, management opportunity with benefits. Some of our benefits include:
- Choice of benefits from: Western Health Advantage, Sutter Health Plus or Kaiser
- 2 different Delta Dental plans
- VSP Vision Plan Option
- Short-Term Disability
- Retirement Health Savings Plan ($30 per pay check)
- Optional ICMA 457 Deferred Compensation
- AFLAC Supplemental Insurance
- Optional Legal Shield
- Recognition Program
- California Public Employment Retirement System (CalPERS)
- Tuition Reimbursement

Please complete CalOPPS.org application and follow the Special Instructions for consideration. This position is open to qualified candidates that apply by the 4pm, December 1, 2014 deadline.

Supplemental Questionnaire required