

Digital Content Specialist, Position Description

I. DEPARTMENT: University Libraries

II. POSITION: Digital Content Specialist

III. CLASSIFICATION: Administrative Professional

IV. NAME OF INCUMBENT: vacant

V. POSITION NO: 002560

VI. JOB PURPOSE

This position will perform content processing activities to ensure quality of data files and other content in the Digital Commons and its collections for the University Libraries (UL).

This position is responsible for executing content updates and design improvements to the UL websites. The incumbent may interact with vendor technical support or others beneficial to maintaining high quality public expectations.

This position reports to the Associate Dean for Innovation and Scholarly Engagement, University Libraries.

The specific duties, tasks, and responsibilities of this position are subject to change as technology advances and the needs and interests of the University Libraries, and the University of Memphis evolve over time.

VII. DUTIES AND RESPONSIBILITIES

A. Supports the development, maintenance, and use of the Digital Commons and related resources for the University Libraries.

- a. Performs routine and ongoing file and feature maintenance to support the currency of data.
- b. Works with individuals and groups to instruct interested users in use of materials and collections in the Digital Commons
- c. Promotes availability of collections within the Digital Commons.
- d. Works with Libraries Outreach Staff and/or the Libraries' Marketing representative, as appropriate, in creating and distributing promotional materials.

B. Provides and/or arranges for delivery of formal and informal training in the use of library specific, or library provided, hardware and software.

- a. Ensures proper orientation or training for the University or Libraries' faculty and staff, and volunteers in the effective use of hardware, software, and utilities and applications relative to the Digital Commons.
- b. Creates and maintains LibGuides and/or other instructional materials to assist with training and/or to support ongoing use of available technologies.
- c. Creates instructional videos for use with technology training and/or for deployment on the University Libraries' website.
- d. Plans and develops training and orientation workshops, classes, and distributable media to the University community, especially students and faculty. Individual training options may be needed.

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- e. Plans and develops training and orientation workshops, classes, and distributable media to the outside community on a fee-for-service basis.
- C. Maintains or contributes to appropriate and relevant portions of the University Libraries' web site.
 - a. Adds content to the web site as appropriate.
 - b. Identifies and selects items from the libraries offerings that would be appropriate for showcasing on the University Libraries' website, social media, blogs, and other outlets to promote, market, and provide general awareness.
 - c. Creates appropriate descriptions for the items selected for inclusion on the website.
 - d. Works with the University Libraries' web team to ensure that the content of the technology portion of the website is appropriately integrated into the larger website.
 - e. Ensures that data on the website is accurate and up to date.
- D. Provides general, technical, and logistical support for the Libraries and the University community to help fulfill the applicable responsibilities, projects, and programs.
 - a. Coordinates with other library departments (Cataloging, Circulation, Libraries Information Systems, etc.) to create and maintain the identification, record-keeping, processing, and handling of materials owned by the Libraries.
 - b. Assists library units with the care, maintenance, availability, and training in the uploading and use of relevant content held in the units. (e.g., Music Library and Special Collections Department field recorders and audio/video recording).
- E. Performs other duties as assigned.
 - a. Collects and submits appropriate statistics related to his/her work.
 - b. Serves on committees and task forces as appropriate.
 - c. Undertakes special assignments or projects assigned by the immediate supervisor, or the Dean of University Libraries.
 - d. Participates in library-wide projects and activities as needed.

VIII. DIRECTION RECEIVED

Reports to the Associate Dean of Libraries or designee

IX. DIRECTION GIVEN

This position may supervise other staff, graduate assistants, volunteers, and/or student workers as needed.

X. JOB SPECIFICATIONS

This position requires a bachelor's degree and at least two years of relevant experience in a technical support role. Prior work experience in a customer service environment is required and preferably work experience in a library. Familiarity or expertise with web interfaces, website maintenance, social media, audio or video creation/editing, web development, and instructional materials development is highly desirable. An appropriate combination of education and experience may substitute for the required degree.

XI. SPECIAL CONDITIONS

This is a full-time, permanent, exempt position that requires a 37.5-hour minimum work week. The primary work schedule for this position is Monday through Friday with a typical schedule of 8:30 am to 5:00 pm; however, the schedule might sometimes be modified when special projects or events are underway or to otherwise support the faculty and staff of the University Libraries or the Associate Dean.

XII. REQUIRED KNOWLEDGE, SKILLS, ABILITIES, AND CHARACTERISTICS

1. Familiarity and facility with standard and emerging technologies supporting digital repositories including, but not limited to, computers, audio and video recording and production.
2. Good problem-solving skills and ability to exercise sound judgment when confronting a variety of issues and situations.
3. Experience with maintaining technological equipment and peripherals, including analyzing and solving problems.
4. Knowledge and expertise (web mastery and creative content design) to support the ongoing maintenance of the Libraries' online presence (e.g., web pages, social media, and Libguides),
5. Demonstrable training and/or instructional skills working with various levels of users (e.g., undergraduate, graduate, staff, faculty, and citizens).
6. Experience preparing research guides and/or instructional materials taking advantage of available technologies including, but not limited to, streaming video and audio, or interactive media.
7. Work experience or coursework or a combination of the two in areas of technology, computer applications, gaming, or audio/video production, including scripting and creative content design.
8. Excellent oral and written communications skills including presentations to small and large groups in formal and informal settings.
9. Proactive approach to technology developments and a demonstrable, continuous practice of self-directed learning and intellectual and skill development.
10. Ability to assume responsibility and work with minimal supervision while meeting deadlines and yielding effective results whether working independently or as a part of a group.
11. Demonstrable ability to foster and maintain collegial relations with co-workers from diverse backgrounds in a teamwork environment, demonstrating initiative, helpfulness, cooperation, all in support of organizational goals and service imperatives.
12. Willingness to learn and subsequently implement new tasks and skills, on an ongoing basis.

XII. WORKING CONDITIONS

The University Libraries is a technologically oriented academic research library which provides foundational service and support for the deployment, maintenance, use, and integration of emerging technologies of all types for the University Libraries' faculty, staff, and user communities. The position has a public service component requiring regular interaction with a diverse clientele. Position requires some standing, walking, and reaching. Incumbent must be able to bend, stoop, reach, and lift up to 40 pounds. Individual might be required to climb ladders or work around or

under furnishings and equipment to perform routine and ameliorative maintenance. Responsibilities may require that the incumbent push and/or pull wheeled carts/trucks that can weigh up to 300 lbs. when full.

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