

CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant");

Tana Elias

Work Phone: 266-4953

2. Class Title (i.e. payroll title):
Librarian Supervisor (18-10)

3. Working Title (if any):
Digital Services and Marketing Manager

4. Name & Class of First-Line Supervisor:

Barbara Dimick, Library Director

Work Phone: 267-1184

5. Department, Division & Section:

Digital Services and Marketing (new department)

6. Work Address:

201 West Mifflin Street (until November, 2011)

7. Hours/Week: 34.875

Start time: varies End time: varies

8. Date of hire in this position:

NA

9. From approximately what date has employee performed the work currently assigned:

Position has grown over the last 12-24 months

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10. Position Summary:

- a. This position is an integral part of the library management team, and, under general direction from the library director, provides oversight and management of a new department combining communications, marketing and digital services spanning multiple locations and library departments. The position will oversee an initial permanent employee of one FTE, plus hourly staff and interns while coordinating additional staff involvement in web content and online customer communications.

11. Functions and Worker Activities: (Do NOT include duties done on an "Out-of-Class" basis.)

30% A. Oversees library's public communications and digital services.

1. Oversees all electronic communications, including but not limited to public web sites, staff intranets and wikis, social media accounts, online press releases, and online calendar announcements
2. Develops policies and procedures for all existing and new library digital technologies and provides direction for staff training in these areas.

3. Oversees public communications related to library products and services, including media contacts and customer communication.
 4. Oversees library web sites, email newsletter, and social media accounts, and promotes library's digital content through marketing and partnerships with other agencies and organizations.
 5. Is actively involved in (not Provides leadership for) branding, marketing, and communication of all library services and technologies.
- 25% B. Responsible for planning the marketing of library services, programs, and partnerships.
1. Creates surveys and analyzes survey data to best serve existing library customers and identify new library customer groups.
 2. Maintains existing relationships and develops new relationships with partner agencies and organizations to effectively communicate library services and products to target audiences.
 3. Represents Madison Public Library in workshops, online forums and other professional venues related to these topics.
 - 4.
 - 5.
- 20% C. Investigates new marketing and communications opportunities and digital services for Madison Public Library.
1. Manages and analyzes digital use and programming statistics and data for the library. Evaluates library products and services.
 2. Investigates and implements new digital technologies and new communications opportunities for the library. Upcoming examples include: mobile web site, digital reference technology, QR codes for marketing smartphone applications for library services.
 3. Maintains awareness of digital services and marketing trends for libraries and similar organizations.
 - 4.
 - 5.
- 10% D. Serves as liaison with the City of Madison's IT, Web, and communications staff, the South Central Library System, and the Madison Public Library Foundation.
1. Coordinates content and message of library communications with library managers and library staff and oversees dissemination of official library communications.
 2. Works with City of Madison, South Central Library System, MPL Foundation and community agencies to coordinate communications and digital technologies.
 - 3.
 - 4.
 - 5.
- 15% E. Supervises and trains staff, interns, and volunteers regarding communication and digital library services.
1. Directly oversees Web services librarian.
 2. Coordinates library digital communications, publicity and marketing activities with library staff based on departmental needs.
 3. Selects, trains, and manages intern and volunteer positions in areas of communications and web site development. Creates new intern and volunteer positions as needed.
 - 4.
 - 5.

12. Primary knowledge, skills and abilities required:

Position requires broad knowledge of library services, and the changing information and digital worlds. Requires sound judgment, strong communication and writing skills; superior analytic skills; good project management skills; skills in making public presentations; ability to both work as a team and to lead teams,

ability to provide excellent customer service in person, on the phone and online. Requires working knowledge of Drupal, PHP, Java/JavaScript, MySQL, X/HTML, CSS web design principles.

13. Special tools and equipment required:

14. Required licenses and/or registration:

15. Physical requirements:

16. Supervision received (level and type):

Reports to the Library Director.

17. Leadership Responsibilities:

This position: is responsible for supervisory activities (Supervisory Analysis Form attached).
 has no leadership responsibility.
 provides general leadership (please provide detail under Function Statement).

18. Employee Acknowledgment:

- I prepared this form and believe that it accurately describes my position.
 I have been provided with this description of my assignment by my supervisor.
 Other comments (see attached).

Tana Elias
EMPLOYEE

10/3/11
DATE

19. Supervisor Statement:

- I have prepared this form and believe that it accurately describes this position.
 I have reviewed this form, as prepared by the employee, and believe that it accurately describes this position.
 I have reviewed this form, as prepared by the employee, and find that it differs from my assessment of the position. I have discussed these concerns with the employee and provided them with my written comments (which are attached).
 I do not believe that the document should be used as the official description of this position (i.e., for purposes of official decisions).
 Other comments (see attached).

Barbara Dimick
SUPERVISOR

10/3/11
DATE

Note: Instructions and additional forms are available from the Human Resources Dept., Room 501, City-County Bldg. or by calling 266-4615.