***DIRECTOR OF DIGITAL SERVICES (2016)***

**Position**

• Exempt, full-time position reporting to the Executive Director

**Salary Range**

• Beginning $50,000 – 55,000

• Midpoint $55,000 - $65,000

• Maximum $65,000 - $80,000

**Date Created/Revised**

• November 2, 2015

**Job Summary**

The Director of Digital Services manages, promotes, and consults on Digital Services and Digitization efforts within SEFLIN Libraries; guides planning, implementation, and evaluation of digital services projects; guides planning, implementation, and evaluation of the cooperative digitization and preservation efforts; guides office social media and communications; and writes grant applications and reports pertaining to SEFLIN technology- based services.

Responsibilities

Develops, writes grant applications and reports pertaining to SEFLIN digital services

* Plans innovative digital strategy services activities based on evaluation results and member needs to include in SEFLIN’s grant applications
* Conducts and evaluates an annual regional digital strategies needs assessment
* Manages grant contracts, activities, expenditures, and evaluations (including statistics, surveys, and narrative reports)

Manages, promotes, and consults on Digital Services and Strategies.

* Consults with libraries to develop a Digital Strategy
* Consults with libraries to increase their visibility through an active social media presence
* Consults with libraries to assess and enhance their web presence and virtual library services
* Assesses the need and develops opportunities for training in digital services planning

Works with the Executive Director and digitization experts to support the growth of regional digitization and preservation efforts.

* Develops on-site training, site visits, and consulting to develop local plans and strategy for developing digital collections with accessible metadata to be harvested for aggregation in Florida’s digital hub/portal.
* Develops and supports a network of libraries, archives, museums, and historical agencies to build a Southeast Florida digital collections directory and identify organizations and people to serve as resources for those getting started with digital programs.
* Works with Bureau of Library Development staff to make sure the directory and expertise resources are collected in a format compatible for adding to statewide data.

Enhances SEFLIN web presence by modeling the use of social media and e-communications.

* Increases visibility of SEFLIN activities through an active social media presence.
* Collects news and items for SEFLIN’s monthly newsletter
* Writes and distributes marketing and advocacy messages on behalf of SEFLIN
* Maintains SEFLIN Meeting Room Event Display

**Supports the region and the state’s libraries’ advocacy efforts.**

* Develops templates and messages for showcasing library services
* Supports the use of social media for library advocacy

**Supports SEFLIN member services as assigned**

**Minimum Experience:**

* Master of Library and Information Science from an ALA accredited program
* 5 years of experience, including 2 years directing digital and/or digitization related projects

**Knowledge, Experience and Skills**

* Demonstrated experience in managing digital projects and services is required
  + Experience with Social Media development, maintenance, and improvement
  + Experience in developing and managing strategic communication plans.
  + Knowledge of current trends in digitization and preservation of library collections.
* Previous experience in managing and producing a library e-communication plan
* Demonstrated skills for innovative thinking and creativity in planning, implementing, and evaluating services is required
* Demonstrated excellence in office productivity computer skills including intermediate level proficiencies in Microsoft Office applications as well as web editing and data management .
* Experience in using graphic design with Adobe Photoshop, Connect, Captivate, etc. for using graphic design and establishing organizational identity is preferred
* Experience in working with multi-type library consortia and experience with developing collaborative services is preferred.
* Demonstrated excellent interpersonal, written, and oral skills is required