



## **JOB POSTING #11-23**

**Title:** Website and Content Manager

**Salary:** \$52,858

**Location:** Burlington County Library System, Westampton

**Open:** 04/26/23

### **DESCRIPTION**

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The Burlington County Library System (BCLS) is seeking a creative, team-oriented and data-driven Website and Content Manager to join their in-house communications and marketing team. Reporting to the Chief of Communications, this position will be responsible for managing the library's overall web presence with responsibility for platform and content management and the ultimate goal of informing and connecting our community to the wide array of library offerings.

As a member of the Communications and Marketing team you will have a key role in aligning the website with the organization's brand, strategy and content standards while ensuring an optimal experience for those visiting and utilizing our digital branch. Other responsibilities include:

- Supervise the continuous upkeep, maintenance and technological development of the website.
- Develop, create and publish engaging digital content that promotes BCLS resources, services, collections and events.
- Manage the workflow of incoming content produced by the library team, develop publishing and posting schedules and meet stylistic guidelines for brand and editorial consistency.
- Create new webpages, sub-sites, digital projects, online exhibits and marketing campaigns in order to expand community knowledge of and access to library resources.
- Translate leadership and internal stakeholder priorities into content strategy that delivers on the library's mission.
- Work collaboratively with teams distributed throughout the system at branches, departments and service points as well as with local and regional partners.
- Ensure the website follows industry best practices while responding to, troubleshooting and resolving day-to-day website issues.
- Extract and compile data and analytics, develop strategies to drive traffic as well as revisit navigation and search capabilities to continuously improve customer experience, discovery and engagement.
- Other duties as assigned.

### **KNOWLEDGE/SKILLS/ABILITIES**

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- Experience in web content/site management with wider digital marketing awareness.
- Strong experience with content management systems (CMS), specifically Drupal and WordPress, with HTML, CSS. Additional programming experience a plus.
- Knowledge of best practices for web UX design.
- Ability to work accurately, confidently and without close supervision in a fast-paced environment.
- Excellent written and verbal communication and administrative, organizational and interpersonal skills.
- Keen attention to detail, ability to prioritize responsibilities, meet deadlines and multi-task.
- Adobe Suite experience preferred.

*The mission of the Burlington County Library System is to enrich lives by providing opportunities for learning, growth, and personal development.*



## **REQUIREMENTS & EDUCATION EXPERIENCE**

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- Graduation from an accredited college or university with a bachelor's degree. Applicants who do not possess the required education may substitute additional experience as indicated above on a year-for-year basis with thirty (30) semester hour credits being equal to one (1) year of experience.
- One (1) year of experience in project management, website content management or web development.

## **DESCRIPTION**

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37.5 hours per week, Monday-Friday with occasional evenings and weekends.

## **WE OFFER**

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Medical, dental, prescription coverage, retirement program, group life insurance, deferred compensation, credit union, paid sick, vacation, and holiday leave.

Submit a resume and cover letter including **Job #11-23 by 05/30/23** to [jobs@bcls.lib.nj.us](mailto:jobs@bcls.lib.nj.us).