



JOB POSTING #11a-23

Title: Website Content Manager

Salary: \$52,858

Location: Burlington County Library System, Westampton

Open: Until filled

ABOUT BCLS

The Burlington County Library System (BCLS) consists of 15 locations and both a Mobile Library and a Mobile Learning Lab that delivers services to dozens of community touchpoints throughout the county. In addition, robust digital offerings ensure the community has access to resources anytime and from anywhere. We are an organization committed to staff growth and continuing education to help our team keep up with the ever-changing library field. Our Inclusion, Diversity, Equity and Accessibility (IDEA) committee works continually toward inclusion goals and new and evolving group projects ensure there are system-wide opportunities for employees to network and collaborate on large initiatives. Other highlights include a StoryWalk® on our adjacent County Parks grounds, a 250-seat auditorium hosting concerts, performers and events for all ages and an annual Book Festival celebrating all things reading! Flip through our [2022 Annual Report](#) for more about our recent initiatives!

JOB DESCRIPTION

The Communications and Marketing Department at the County Library is seeking a creative, team-oriented and data-driven Website Content Manager to join their 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:

- Create/maintain webpages, sub-sites, digital projects, online exhibits, and marketing campaigns in order to expand community knowledge of and access to library resources.
- Build or expand new site features and functionality while also troubleshooting, and resolving day-to-day website issues.
- Work collaboratively with teams throughout the system to develop, create, and publish engaging digital content that promotes BCLS resources, services, collections and events.
- Analyze website metrics, user feedback, and SEO best practices to continuously improve website content, design, and user experience.
- Prepare web analytics reports and provide summaries, insights, and suggestions to drive goals.
- Other duties as assigned.

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



KNOWLEDGE/SKILLS/ABILITIES

- Experience in web content/site management with wider digital marketing awareness.
- Strong experience with content management systems (CMS), specifically Drupal and WordPress.
- 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.
- Website redesign and platform transition knowledge a plus.
- Adobe Suite experience preferred.

REQUIREMENTS EDUCATION & EXPERIENCE

- 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.

SCHEDULE

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

WE OFFER

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 #11a-23** in the subject line to jobs@bcls.lib.nj.us. Review of applications will begin immediately and applications will be accepted until a qualified candidate is found.