

Position Title	Digital Services Manager		
Working Title	n/a		
FLSA Status	Exempt	Job Code	
Band	MP5	Latest Revision	2/2020

### General Purpose

Operating autonomously in a complex environment, this position leads the planning, development, implementation, and assessment of District’s web presence through strategy, services and customer platforms/interfaces that respond to community and staff needs and align with the District’s mission, vision, strategic plan, and core values.

*The District’s Web Presence is defined as the services and resources offered, integrated and/or accessed principally through the District’s website.*

### Illustrative Examples of Duties and Responsibilities

Develops and maintains strategy for the District’s current and future web presence, fostering accessibility, consistency, usability, and a positive customer experience across multiple interfaces and platforms.

Leads the assessment and improvement of the District’s web presence with respect to online content organization, digitization, usability, accessibility, interconnectivity, search functionality, accuracy, and currency in adherence to the best technical and professional standards and plan for future enhancements by staying current with software and process trends.

Collaborates and communicates with all departments to assess and implement District strategy directing public and internal digital service platforms.

Coordinates qualitative and quantitative user experience testing and evaluation of District websites, applications, and related platforms to assess usability and effectiveness, and to make recommendations to maximize the usefulness of these interfaces to meet the needs of target audiences.

Facilitates Web Team meetings to maintain and enhance the District’s web presence, develop implementation strategies, and coordinates the workflow structures that allow web content to be added, changed, scheduled or removed.

Evaluates, monitors, recommends, and implements digital resources, learning tools, and other products and services. Assists in selecting vendors, negotiating pricing, and managing licensing and documentation.

Analyzes all facets of web presence to assist in long- and short-range planning; identifies trends in customer use of digital services; adjusts resources to meet changing community needs.



www.sddl.org  
 Administrative Offices  
 509.893.8200  
 fax 509.893.8472

Airway Heights Library  
 509.893.8250  
 Argonne Library  
 509.893.8260

Cheney Library  
 509.893.8280  
 Deer Park Library  
 509.893.8300

Fairfield Library  
 509.893.8320  
 Medical Lake Library  
 509.893.8330

Moran Prairie Library  
 509.893.8340  
 North Spokane Library  
 509.893.8350

Otis Orchards Library  
 509.893.8390  
 Spokane Valley Library  
 509.893.8400

Performs regular web presence inventories and audits.

Participates in the planning, testing, deployment, and troubleshooting of web applications and platforms to best ensure a reliable and robust District web presence that enhances customer experience and an improved resource discovery.

Monitors web presence to ensure consistency with District standards.

Activates, troubleshoots and maintains access for the District's digital resources and, when needed, follows up with vendor support, staff, and customers.

Prepares and maintains logs, reports and statistical data related to web presence to assist in maximizing data-driven decision making.

Works with the Communication department to promote the use of digital resources and services.

Serves as manager for assigned projects related to web presence and digital services.

Recommends digital services budget, monitors expenditures of digital resources and software support products. May apply for grants to fund District and/or local initiatives; monitors grant expenditures and submits required reports.

Acts as liaison to provide regular updates to and solicit feedback from staff and customers regarding proposed or ongoing digital services and activities that may impact service delivery.

Interviews, selects, hires, and trains assigned staff; directs, plans, assigns and determines the manner of work performed. Provides effective direction to ensure objectives are met in a timely and efficient manner.

Addresses customer comments and complaints.

Assists in developing and implementing District-wide policies, procedures, operations and services.

Performs other related duties as assigned.

### **Supervision**

Reports to: Operations Director

Supervises: Librarian



www.sddl.org  
Administrative Offices  
509.893.8200  
fax 509.893.8472

Airway Heights Library  
509.893.8250

Argonne Library  
509.893.8260

Cheney Library  
509.893.8280

Deer Park Library  
509.893.8300

Fairfield Library  
509.893.8320

Medical Lake Library  
509.893.8330

Moran Prairie Library  
509.893.8340

North Spokane Library  
509.893.8350

Otis Orchards Library  
509.893.8390

Spokane Valley Library  
509.893.8400

## Minimum Qualifications

### Required

- Master of Library & Information Science or equivalent
- Professional Librarian's Certificate issued by the Washington State Library (or its predecessor) as required by RCW 27.04.055.
- Five years recent professional level library experience
- Two years recent experience in library program and service planning, development, and execution of digital services and/or digital user experience;

Three years recent employment as a Librarian with Spokane County Library District may substitute for the above experience requirements.

### Preferred

- Two years recent supervisory experience

The District may accept an equivalent combination of education and experience in lieu of the above requirements.

## Necessary Knowledge, Skills & Abilities

### Knowledge of:

- Fundamental principles and practices of library programs and resources.
- Principles and practices of supervision, organizational development, and leadership management.
- Principles of intellectual freedom and open access.

### Skill in:

- Development of digital services and/or digital user experiences.
- Project management with a focus on digital services and/or digital user experience.

### Ability to:

- Train and direct the work of subordinate staff.
- Communicate effectively both orally and in writing.
- Organize, implement, evaluate, and modify library service programs.
- Find and use resources to provide requested information.
- Consistently demonstrate quality customer service behavior(s).
- Maintain confidentiality of member information.
- Establish and maintain effective working relationships in a team environment.
- Use initiative, problem-solving skills, and sound judgment.



[www.sddl.org](http://www.sddl.org)

Administrative Offices  
509.893.8200  
fax 509.893.8472

Airway Heights Library  
509.893.8250

Argonne Library  
509.893.8260

Cheney Library  
509.893.8280

Deer Park Library  
509.893.8300

Fairfield Library  
509.893.8320

Medical Lake Library  
509.893.8330

Moran Prairie Library  
509.893.8340

North Spokane Library  
509.893.8350

Otis Orchards Library  
509.893.8390

Spokane Valley Library  
509.893.8400

### **Work Environment/Physical Demands**

Work is performed primarily in a library environment and may require sitting or standing for prolonged periods. Work may be performed at offsite locations during library outreach activities. This position requires frequent public contact. The noise level is usually moderate.

An individual performing the duties in this position may be required to sit or stand for long periods of time, lift or move up to 40 pounds and/or push and/or pull objects weighing 50-100 pounds on a wheeled cart or book truck.

### **Special Requirements**

- Criminal background check required.
- Must have valid driver's license and required mandatory insurance when operating a privately owned vehicle for business purposes.
- Must be able to travel to other locations to perform work, and/or attend work-related meetings, workshops or conferences.

*The duties listed above are intended only as illustrations of the types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.*

*The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*



www.sdd.org  
Administrative Offices  
509.893.8200  
fax 509.893.8472

Airway Heights Library  
509.893.8250  
Argonne Library  
509.893.8260

Cheney Library  
509.893.8280  
Deer Park Library  
509.893.8300

Fairfield Library  
509.893.8320  
Medical Lake Library  
509.893.8330

Moran Prairie Library  
509.893.8340  
North Spokane Library  
509.893.8350

Otis Orchards Library  
509.893.8390  
Spokane Valley Library  
509.893.8400