Web/Marketing Specialist LITS

**Department:** LITS: Marketing & Communication, Robert W. Woodruff Library

**Salary:** Commensurate with qualifications and experience

**Position Availability:** Immediately

**Job Description**

The Web and Marketing Specialist provides editorial and content oversight of the Emory Libraries' web sites; contributes to other marketing platforms that promote our services, resources, expertise and programs; and creates communication strategies that raise the visibility of the Emory Libraries. Creates and edits marketing content for a variety of platforms, including web sites, online stories, digital signage, blogs, YouTube, magazines and other publications, social media channels, advertising, etc. Serves on the Campus and Community Relations team and reports to the director of marketing and communications. Serves as key website content manager, working with stakeholders across the libraries to facilitate communication regarding web-related needs and functions; develops and recommends policies, workflows, and content authoring guidelines for web content development and maintenance.

Provides editorial guidance for consistency in voice and tone, as well as Emory University style and brand usage. Acts as gateway for library content contributors. Initiates regular website content review via meetings with departments and units; gathers feedback and provides recommendations on content strategy; implement updates and edits as appropriate. Identifies ways to improve the promotion of library services and resources via the web to assure it remains a powerful marketing tool. Utilizes editorial oversight to keep our web content up-to-date, engaging, and effective. Working with the Libraries' Assessment and User Experience team, gathers and implements user feedback into the site; uses Google Analytics to produce reports; share reports with stakeholders and content contributors as appropriate.

Collaborates with marketing and communications team members to maintain a regular social media calendar that aligns with Emory Libraries' mission and goals; drafts posts, sources images, creates graphics, schedules posts, and responds to messages. Tracks and analyzes social media posts; uses information to shape social media content strategy and marketing campaigns. Works across library teams to develop marketing content that is appropriate for a variety of platforms, including web sites, online stories, digital signage, blogs, YouTube, magazines and other publications, social media channels, etc.; oversee a cross functional committee that creates content for the libraries' blog.

Serves as key contributor in development of marketing strategies that raise the visibility of the Emory Libraries and promotes campus and community awareness of its services, resources, expertise, and programs. Coordinates email campaigns, seeks out new audiences, and formulates tactics to capitalize on existing partnerships and opportunities. Performs other related duties as required.
**Minimum Qualifications**

A bachelor's degree in communications, marketing, graphic design or related field, and five years of professional experience in communications, marketing, content strategy, and/or related fields. Knowledge of Microsoft Office applications (Word, Excel, Outlook); HTML, Javascript, CSS, WordPress and web content management system (e.g. Cascade) and Adobe Creative Suite (Photoshop, Illustrator, InDesign).

Expertise in copyediting and writing. Proficiency with social media platforms (Twitter, Facebook, Instagram) and management tools (Hootsuite). Previous experience with complex web content. Project management skills; experience working with cross-functional project teams including content contributors, project managers, and product managers.

**Preferred Qualifications**

- Previous library or academic experience.
- Familiarity with email marketing (MailChimp, Constant Contact, etc)

**Application Procedures**

Interested candidates should review the applications requirements and apply online at

https://staff-emory.icims.com/jobs/49459/web-marketing-specialist-lits/job

Review of applications will continue until position is successfully filled. Emory is an Equal Opportunity/Affirmative Action Employer that welcomes and encourages diversity and seeks applications and nominations from women and minorities.

**Diversity Statement:**

Emory Libraries recognize diversity, equity, and inclusion as core values integral to achieving our mission to enrich the quality of life and advance intellectual discovery by connecting people of diverse backgrounds and experiences. We champion an inclusive work environment through competency training, reassurance of personal growth, restorative communication practices, and diverse recruitment and retention. We offer exhibits, collections, programming, and research assistance that speaks to the rich needs and identities of patrons from the Emory community and beyond. We encompass opportunities that strengthen these values. We invite you to bring your true self to the library and feel welcomed when you arrive.

Emory University is an Equal Opportunity/Affirmative Action/Disability/Veteran Employer.