

Manager, LAMP Communications (#343)

**POSTING PERIOD:** 04/27/2022-05/29/2022

**Job Summary:** The LAMP Communications Manager provides oversight and direction for the creation and administration of LAMP's social media presence, communications, marketing, and branding initiatives for the Library of Accessible Media for Pennsylvanians.

The position promotes LAMP throughout the Commonwealth of Pennsylvania by utilizing traditional and online methods of community engagement and by working with and through our partners in the Pennsylvania Office of Commonwealth Libraries (OCL), the Pennsylvania Department of Education, the Library of Congress' National Library Service (NLS) and the Free Library of Philadelphia (FLP).

Reporting to the Library Services Administrator of LAMP this manager-level position oversees the functions of supervising, developing, and optimizing online content, particularly social media. The position supervises related staff and provides oversight and direction for the creation and administration of LAMP's social media presence, communications, marketing, and branding initiatives for the Library of Accessible Media for Pennsylvanians. The LAMP Communications Manager will play a key role in coordinating and producing a variety of strategic and operational communications including newsletters, website content, calendar events, social media campaigns, internal communications, and other materials.

**Location:** The Library of Accessible Media for Pennsylvanians (LAMP) Pittsburgh, PA.

**Work Hours:** Salaried, full-time position with a base schedule of 37.5 hours per week, plus extended hours as needed.

**Compensation:** \$58,000 - \$63,000 annually, dependent on experience.

**Hiring Supervisor:** Mark Lee, Assistant Director - LAMP

### **Education and Physical Requirements:**

- Bachelor's degree or equivalent experience;
- Five or more years' experience in content marketing and communications, including outbound email and eNewsletter campaigns, social media and Web site content management.
- Physical ability to bend, reach and lift moderate loads (25+ lbs.);
- Ability to independently travel locally, regionally and nationally as required.

### **Skills, Knowledge, Abilities & Experience:**

- General knowledge of HTML and experience with Web Content Management software required (WordPress);
- Experience managing non-personal social media accounts like Twitter, Facebook, Instagram, YouTube, LinkedIn, and Snapchat;
- Experience with paid advertising across social media and Google; Experience in Google analytics and/or consumer research and statistical analysis.
- Experience using analytics tools for email marketing, social media and websites and the ability to tweak strategies based on findings;
- Experience in managing staff and multiple projects simultaneously;
- Experience working in, leading, and motivating cross-functional teams where reporting structures may shift according to the project;
- Extensive experience with Microsoft Office programs, preferably: Word, Excel, Publisher, PowerPoint and Adobe Photoshop;

*We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, ethnicity, ancestry, age, disability status, marital status, pregnancy, veteran status, sexual orientation, gender identity and expression, genetic information, political affiliation or any other protected characteristic in accordance with applicable laws and regulations.*

## **Responsibilities include, but are not limited to:**

- Implement a content strategy that defines appropriate channels and best practices for marketing, messaging, listening and providing effective LAMP statewide services to print disabled Pennsylvanians;
- Serve as the primary lead for conceptualizing, implementing, maintaining, and coordinating all digital marketing content for MyLAMP.org, social media channels and email;
- Develop effective and efficient processes for gathering, creating, evaluating, and publishing digital content that supports LAMP's expansion;
- Manage marketing messages and brand presence through all electronic channels, assuring that content is current, accurate and aligned with the library's strategic goals;
- Build and support relationships with all levels of staff, organizations, sponsors, volunteers, vendors, and partners to cultivate high-quality content germane to people who lost their ability to access standard print;
- Generate digital marketing and fundraising campaign reports (related to email, social media and website performance);
- Create and manage a general monthly LAMP email newsletter to inform and engage the library's subscribers;
- Manage email marketing tools (currently MailChimp and Outlook) to ensure LAMP is using high quality products and services for its communications;
- Offer training and on-going support to LAMP staff to ensure consistency of branding and quality of online and print content;
- Grow the Library's email list organically, not through bought or rented lists;
- Take a collaborative leadership role in the maintenance and content management of the MyLAMP.org website, working closely with CLP's Communications and Creative Services (CCS), NLS, CLP, FLP and LAMP staff;
- Serve on a leadership team for the LAMP website, including advising on overall site accessibility, design components, navigation, functionality and content management system;
- Evaluate web traffic, trends and activities of visitors to the site, and make recommendations for improvements;
- Assist in the development of new webpages by determining ideal content and functionality and directing related tasks to other content managers in LAMP locations;
- Devise strategies to drive online traffic to the library website and keep the MYLAMP.org site ranked high on internet search engines.

## **Clearance Requirements:**

- PA State Criminal Background Check, PA Child Abuse History Clearance, FBI Fingerprint Criminal Records Check and Mandated Reporter Training upon offer of employment.

**Interested in Applying?** Go to <https://cssclp.sentrchr.com/?requisition=343> by May 29, 2022 to apply.

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Our customers are our first priority. The staff of Carnegie Library of Pittsburgh are committed to providing the highest level of service to satisfy the needs of every customer: those who use our facilities, materials, and services; those who access us electronically; the individuals and organizations with whom we interact; and our team of colleagues. We value our role in providing access to a world of information for all people and our impact on the development of a learning society. Our goal is to create a service environment that inspires customer confidence, loyalty and many return visits.

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