

Web Content Specialist, University Libraries
University at Buffalo, The State University of New York

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Posted May 22, 2024, set to expire Sep. 21, 2024

Job Title	Web Content Specialist, University Libraries
Department	Distinctive Collections
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	May 22, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Library Information Technology
Job Website	https://www.ubjobs.buffalo.edu/postings/50260
Apply By Email	
Job Description	

Position Summary

The [University at Buffalo Libraries](#) are seeking a skilled **Web Content Specialist** to create engaging and user-friendly web content to enhance our online presence. This position will involve collaborating with various departments to develop and maintain website content that supports the needs of our academic community, as well as managing the University Libraries' social media presence. As part of the Communications Team within the University Libraries, you will report to the Web Manager and Lead Designer.

Primary duties will include:

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- Managing and updating the University Libraries' website content to ensure accuracy, relevance, and accessibility by utilizing the UB content management system, LibApps, and Siteimprove.
- Developing and implementing a social media strategy to promote library resources, services, and events across various platforms (e.g., Facebook, Instagram, X (Twitter), YouTube, Pinterest, TikTok).
- Monitoring social media channels for feedback, inquiries, and trends, and responding to user comments and messages in a timely manner.
- Analyzing metrics and insights to track performance and inform content decisions.
- Collaborating with the Communications Team and University Libraries stakeholders to maintain and promote the University Libraries' web style guide, branding guidelines and other web contributor guidelines as needed.
- Performing content audits to assess existing web/social media content performance and accessibility (WCAG) requirements.
- Collaborating with cross-functional teams, including IT, marketing, and academic departments to integrate library services and resources into the institutional website.
- Providing creative input for visual content development, including infographics, video, and photography.
- Maintaining and improving the University Libraries' information architecture for the best integration of web-based services.
- Supervising one to two student assistants.

The University Libraries is a welcoming multicultural environment that serves an increasingly diverse constituency of patrons. Our employees, services, collections, and policies honor and reflect this diversity and we invite individuals to apply whose perspectives and experiences will enrich and strengthen our organization.

Outstanding Benefits Package

Working at UB comes with benefits that exceed salary alone. There are personal rewards including comprehensive health and retirement plan options. We also focus on creating and sustaining a healthy mix of work, personal and academic pursuit – all in an effort to support your work-life effectiveness. We support your growth and development through our career coaching and training department and we qualify as a public service loan forgiveness organization. Learn more about our [benefit packages](#).

About The University at Buffalo

The University at Buffalo (UB) #ubuffalo is one of America's leading public research universities and a flagship of the State University of New York system, recognized for our excellence and our impact. UB is a premier, research-intensive public university dedicated to academic excellence. Our research,

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creative activity and people positively impact the world. Like the city we call home, UB is distinguished by a culture of resilient optimism, resourceful thinking and pragmatic dreaming that enables us to reach others every day. Visit our website to learn more about the [University at Buffalo](#).

University at Buffalo is an affirmative action/equal opportunity employer and, in keeping with our commitment, welcomes all to apply including veterans and individuals with disabilities.

Minimum Qualifications

- A bachelor's degree with two years of relevant experience in marketing, communications, journalism, or related field. A combination of education and experience may be considered in lieu of the education requirement.
- Demonstrated ability to create, edit, and publish content within CMS platforms, including text, images, videos, and other multimedia elements.
- Strong writing, editing, proofreading, and verbal communication skills, with impeccable attention to detail.
- Experience with content creation, scheduling, and analytics tools (e.g., Google Analytics) for social media and the Web.
- Basic understanding of HTML, CSS, and basic web development concepts.
- Demonstrated ability to work within a team environment.
- Ability to take the initiative, develop and carry out projects, and manage multiple priorities and deadlines.
- Demonstrated commitment to enhancing diversity, equity, and inclusion in organizations.

Preferred Qualifications

- Professional experience in an academic library or library web content development.
- Understanding of accessibility standards (WCAG) and best practices for creating inclusive web content.
- Experience designing and conducting usability testing and other user experience studies.
- Knowledge of graphic design principles and experience with design software (e.g., Adobe Creative Suite).

Contact Information



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Please reference Academickeys in your cover letter when
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Contact

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