



ONLINE LEARNING & DIGITAL CONTENT SPECIALIST

[Full -Time]

LibraryLinkNJ, the New Jersey Library Cooperative, is seeking a tech-savvy **Online Learning & Digital Content Specialist** to develop innovative online digital initiatives that provide opportunities for continuing education to members of multi-type library organizations throughout the state. The Online Learning & Digital Content Specialist works closely with other team members to design, facilitate, and execute new online professional development opportunities, courses, training initiatives, and online services for the members of LibraryLinkNJ, and to support and supplement the work of the existing Continuing Education team and IT Project Manager. This individual must stay abreast with current and emerging trends to provide input to the coordination of statewide continuing education opportunities.

LibraryLinkNJ is a 501(c)(3) non-profit corporation. Its members are multi-type libraries and library-related agencies located in the twenty-one counties of New Jersey. The Cooperative has over 1,300 voting representatives from over 2,500 public and private school, public, academic, institutional, corporate, health sciences and special libraries and library-related agencies. A member-elected Executive Board meets regularly to oversee the programs and services of the organization. LibraryLinkNJ and its services are funded by the New Jersey State Library, which is responsible for the coordination, promotion and funding of the New Jersey Library Network.

Online Learning & Digital Content Specialist Position Responsibilities

Duties and responsibilities may include, but are not limited to:

- Designs and implements innovative digital initiatives that provide opportunities for continuing education to members of multi-type library organizations throughout the state:
 - Designs learning activities, assignments, and assessments;
 - Creates computer-based training (CBT) modules and storyboards;
 - Develops instructor's manuals, rubrics, and other teaching tools;
 - Analyzes, updates, and refines existing online content;

- Writes scripts for video and audio content;
 - Keeps current on best practices in instructional design.
- Aligns initiatives with LibraryLinkNJ's strategic goals and with identified interests, and needs within the state.
- Proposes, develops, and implements learning opportunities for members, working closely with presenters to provide a high-quality learning experience for members and presenters. Collaborates with subject experts to develop course content.
- Manages LibraryLinkNJ's on-demand, asynchronous learning platform, including liaising with the platform vendor, proposing, developing and creating content, and coordinating promotion:
 - Trains instructors, students, and employees in how to use learning technologies;
 - Manages online learning communities;
 - Works with technical staff to troubleshoot problems reported by users.
- Uses traditional media outlets, modern technologies and other innovative tools/media to promote services and programs, with particular focus on social media and digital content. Facilitates discussion and collaboration via social media.

Related Duties:

- Assists the IT Project Manager with administration of the Cooperative's website;
- Works as part of the Continuing Education Team to identify and prioritize needs for training and professional development and advisory services.
- Evaluates initiatives using appropriate evaluation strategies (evaluation forms, surveys, input from program participants and partners, observations, etc.) and uses results to improve upon programming efforts.
- Participates in planning processes regarding continuing education, pilot projects, future organizational strategic initiatives and other LibraryLinkNJ and statewide initiatives.
- Works actively to promote and provide strong customer service to the members of LibraryLinkNJ.
- Builds relationships and networks with internal and external partners to fulfill the organization's mission.
- Identifies opportunities to collaborate with other LibraryLinkNJ staff members, members, vendors/contractors, partners, stakeholders and other organizations to brainstorm, plan, promote and deliver outstanding content using varied methods.
- Represents LibraryLinkNJ to partner organizations such as the New Jersey State Library and the New Jersey Library Association as assigned.

- Manages or supports special projects as needed.
- When assigned, seeks outside sources of funding and writes effective grants to sustain a high level of programming as time and prioritization permits.
- Other duties as assigned.

Required Education, Skills, and Experience:

- A Bachelor's degree in instructional design, education, or a related field; or equivalent combination of education, training, and experience.
- Three (3) or more years of recent work experience in a related position.
- Previous experience designing coursework, lessons, or other learning modules, especially for adult learners.
- Experience as a classroom instructor is desired.
- Proficiency with learning management systems (LMS) for the creation and distribution of asynchronous educational content.
- Familiarity with course management systems, such as Niche Academy.
- High level of proficiency with technology, including Microsoft Office applications, Google Workspace, Zoom, web and social networking tools, and mobile devices.
- Experience with website content creation.
- Excellent project management and organizational skills;
- Experience with design platforms, such as Adobe Creative Suite;
- Excellent written and oral communication skills, including the ability to effectively convey technical information to non-technical colleagues and clients;
- Strong interpersonal skills and cross-cultural communication skills;
- Critical thinking skills;
- Ability to prioritize and manage multiple simultaneous deadlines;
- Ability to initiate, organize and work independently.
- Ability to work effectively as part of a team.
- Ability to collaborate with individuals and groups, including other LLNJ staff, LLNJ members, partners, library personnel, vendors/contractors, and stakeholders both individually and in groups.
- Proven strong customer-service orientation.

Desired Skills and Experience:

- Knowledge of instructional theory, including assessment.
- Understanding of web site design best practices.
- Demonstrated experience in HTML, CSS, and Drupal or other CMS. Experience with responsive and adaptive design.
- Proficiency in video editing software programs.
- Creation of social media content and experience with other marketing tools.

- Knowledge of current and emerging library services and technologies, and the ability to consult with others on these topics.
- Experience working in or with different types of libraries and/or cultural institutions with all levels of library staff.
- Demonstrated ability in program planning and presentation--both in-person and virtual.
- Leadership and/or experience in library consortia and/or statewide services.

Job Requirements:

The position requires light to moderate physical effort demanded when performing functions under typical office and computer use conditions. Light to moderate physical effort and stamina required for assigned travel and transport of work related materials and equipment to meeting sites.

Must possess a valid Motor Vehicle Operator's License valid for use in New Jersey and provide the means of transportation to fulfill job duties in New Jersey and attend relevant meetings.

Must be eligible for permanent employment in the United States with documentation for Form I-9 of the U.S. Citizenship and Immigration Services.

Work Schedule and Location:

The work-week is 35 hours. This full-time position requires a regular presence in the LibraryLinkNJ office at least one day per week with the opportunity to work remotely based on the needs of the organization and at the discretion of the Executive Director. This position may require travel to meetings and programs throughout the state. Mileage and tolls will be reimbursed according to federal standards.

Exempt/Non-Exempt: Exempt

Salary: \$60,000 per year or more depending on experience.

Interested candidates can email a résumé and cover letter in PDF format to LibraryLinkNJ's Executive Director, Ralph S. Bingham III at apply@librarylinknj.org. Please put "Online Learning & Digital Content Specialist" in the subject line of the email.

The position closes on Friday, January 27, 2023 at 4:00 PM EST.