Illinois Heartland Library System

Job Description

Position Title: Data Analyst

FLSA: Exempt   **Location:** TBD

Employee Type: Full-time   **Pay Type:** Salaried

Fiscal Classification: Other Professional   **Salary Grade:** 10

Summary:
The Data Analyst supports both IHLS and its partner programs with valuable insight into our stored data sources. Rich data visualization creation with the collaboration of leadership and management teams, to measure and evaluate the effectiveness and impact of core services in alignment with IHLS's mission, vision, and strategic objectives.

Essential Duties & Responsibilities:
- Collect, compile, analyze, and present data outputs.
- Coordinate acquisition of data from primary or secondary data sources and maintain databases/data systems to manage that data.
- Identify, analyze, and interpret trends or patterns in complex data sets and share results with appropriate staff.
- Build and maintain internal and external reporting measures (including dashboards and data visualizations) to share and monitor trends, to identify contributors to change, and to help report and communicate IHLS's impact with members and the library community.
- Consult with staff to explore research and analysis when planning new projects and services and evaluating existing ones.
- Share learning opportunities with staff around best practices for data collection, analysis, and reporting.
- Participate in continuous professional development.
- Explore possibilities for data sharing among members, the board of directors, and community partners and industry organizations.
- Assist with special projects and other duties, as assigned.

Supervised by: IT Director

Supervises: None

Minimum Education and Experiences:
- B.S. Degree in degree in mathematics, statistics, or information management or related field or equivalent work experience of eight (8) years.

- Five (3) years experience with on-the-job training as a data analyst or in the IT field.
- Experience in nonprofit and local government fields is preferable but not required.

Licenses or Certifications Required:
- Valid driver's license or other accommodations for travel.

Knowledge, Skills, and Abilities Required:
- Experience with Microsoft Power BI.
- Extract and analyze data from large Microsoft SQL Server database.
- Ability to analyze and interpret a wide variety of economic, demographic, geographic, ethnographic, and social data, and translates into meaningful and actionable recommendations.
- Use data visualization and presentation skills for making appropriate recommendations based on insights.
- Demonstrate strong project or program management skills, including the ability to prioritize multiple projects across changing deadlines.
- Be proficient in data analysis tools and interpretation techniques, including hardware and software, such as Microsoft Office, electronic databases and electronic content, platforms, email, chat, social media platforms, and internet navigation.
- Ability to use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems.
- The ability to combine pieces of information to form general rules or conclusions (including finding a relationship among seemingly unrelated events).
- Good oral and written communication skills.
- Ability to establish and maintain effective working relationships with other employees, department heads, public officials, and the general public.
- Ability to work in an organization that embraces customer service.
- Ability to be timely in responding to requests.
- Ability to be flexible, to use time wisely, and to perform duties in a professional manner.
- Willingness to help others accomplish their objectives.
- Ability to demonstrate a positive attitude towards co-workers, member libraries and job duties.
- Ability to work with sensitive and confidential data.

Working Conditions:
Work is usually performed in an office environment. Some evening and weekend work will be required, with occasional overnight travel.

Telecommuting:
This position allows for occasional and regular telecommuting.

Physical Requirements:
- Primarily sedentary work, but also requires standing, walking, stooping, or crouching, kneeling, crawling, reaching, pushing, grasping, lifting, feeling, hearing, and talking.
- Requires the ability to exert up to 20 pounds of force occasionally to lift, carry, push, pull or otherwise move objects.
- Clarity of vision at 20 inches or less with the ability to adjust the eye to bring objects into sharp focus, clarity of vision at 20 or more feet and the ability to distinguish colors.
- Prolonged use of a computer with continuous sitting.

This job description is not intended to imply that the duties identified above are the only duties to be performed by employee(s) in this position. Employees may be required to perform other job duties as requested, subject to applicable state and federal laws. This job description or certain job functions described herein may be subject to modification in accordance with applicable state and federal laws.

_____
Employee (Print Name)

_____   _____
Employee Signature   **Date**

_____
Supervisor (Print Name)

_____   _____
Supervisor Signature   **Date**

Approved September 2023

Illinois Heartland Library System

Job Description

Position Title: Full Stack Developer

FLSA: Exempt
Location: TBD

Employee Type: Full-time
Pay Type: Salaried

Fiscal Classification: Other Professional
Salary Grade: 10

Summary: This position is responsible for supporting and maintaining the IHLS & SHARE websites and software developments. Analyze user needs to implement Web site content, graphics, performance, and capacity. Additionally, this position may develop scripts and applications from scratch with the support of the Lead Software Architect and stakeholders of the project. This position requires creative thinking to solve problems and create solutions that automate and improve efficiencies.

Essential Duties & Responsibilities:
- Design, develop, and maintain web and mobile applications.
- Work with Lead Software Architect and IT Director to build and deploy applications.
- Develop, modify, and support users of content management systems (CMS), learning management (LMS), and customer relation management (CRM) systems.
- Troubleshoot and debug applications.
- Run software tests to spot and resolve bugs and inconsistencies.
- Work with team members to find creative, innovative solutions to problems.
- Write and continually update documentation for all programs for internal and external reference.

Supervised by: Lead Software Architect

Supervises: None

Minimum Education and Experiences:
- B.S. Degree in Computer Science or related field or equivalent work experience of eight (8) years.
- Two (2) years of additional experience with on-the-job training in the IT field.

Licenses or Certifications Required:
- Valid driver's license or other accommodations for travel.

Knowledge, Skills, and Abilities Required:
- Frontend software development experience:
  - Vue.js (Typescript), HTMX, Tailwindcss, and Bootstrap.

- Backend software development experience:
    - Vapor (Swift), Fiber (Golang), Laravel (PHP), SQL, and Redis.
- iOS mobile application development experience:
    - Swift, Storyboard / SwiftUI, and Core Data / SwiftData.
- Containerized application development experience with Docker and Kubernetes.
- Usage of git and git workflows.
- Module/plugin development for Drupal CMS and Moodle LMS.
- Knowledge of software design techniques, tools, and principles.
- The ability to combine pieces of information to form general rules or conclusions (including finding a relationship among seemingly unrelated events).
- Good oral and written communication skills.
- Ability to establish and maintain effective working relationships with other employees, department heads, public officials, and the general public.
- Ability to work in an organization that embraces customer service.
- Ability to be timely in responding to requests.
- Ability to be flexible, to use time wisely and to perform duties in a professional manner.
- Willingness to help others accomplish their objectives.
- Ability to demonstrate a positive attitude towards co-workers, member libraries and job duties.
- Ability to work with sensitive and confidential data.

Working Conditions:
Work is usually performed in an office environment. Some evening and weekend work will be required, with occasional overnight travel.

Telecommuting:
This position allows for occasional and regular telecommuting.

Physical Requirements:
- Primarily sedentary work, but also requires standing, walking, stooping, or crouching, kneeling, crawling, reaching, pushing, grasping, lifting, feeling, hearing, and talking.
- Requires the ability to exert up to 40 pounds of force occasionally to lift, carry, push, pull or otherwise move objects.
- Clarity of vision at 20 inches or less with the ability to adjust the eye to bring objects into sharp focus, clarity of vision at 20 or more feet and the ability to distinguish colors.
- Prolonged use of a computer with continuous sitting.

This job description is not intended to imply that the duties identified above are the only duties to be performed by employee(s) in this position. Employees may be required to perform other job duties as requested, subject to applicable state and federal laws. This job description or certain job functions described herein may be subject to modification in accordance with applicable state and federal laws.

_____
Employee (Print Name)

_____   _____
Employee Signature   **Date**

Full Stack Developer (Continued)

Supervisor (Print Name)

_____   _____
Supervisor Signature   **Date**

Approved September 2023

Illinois Heartland Library System

Job Description

Position Title: Lead Software Architect

FLSA: Exempt   **Location:** Carbondale

Employee Type: Full-time   **Pay Type:** Salaried

Fiscal Classification: Other Professional   **Salary Grade:** 11

Summary:
The Lead Software Architect is responsible for aspects of the IHLS & SHARE software development. Existing projects include our in-house delivery iPad application, Drupal websites for IHLS and SHARE, and ongoing work with the Library Learning website for the libraries in Illinois. This position will work with IT Director and other appropriate stakeholders in the design and development of IHLS & SHARE in-house web and mobile applications and tools. Manage technical infrastructure for IHLS & SHARE software development and deployments.

Essential Duties & Responsibilities:
- Work with departments to establish design specifications, schedules, and milestones for development projects.
- Manage development team to ensure that software development meets design specifications and deadlines.
- Design and develop new in-house software applications or systems.
- Manage technical infrastructure for application development and deployments.
- Develop, modify, and support users of content management systems (CMS), learning management (LMS), and customer relation management (CRM) systems.
- Develop solutions from concept to implementation using web and mobile development technologies based on need and usability analysis.
- Promote and drive innovation in technologies, processes, and tools.
- Configure and maintain integration of local environments with the cloud infrastructure, cloud container orchestration, cloud identity management and security of cloud platforms with a focus on risk management and minimization.
- Implement security around on-premises and cloud email services including listservs, email, and integrations with 3rd party systems.
- Provide data integration and synchronization with on-premises and 3rd party services.
- Primary SHARE database administrator.
- Provide support for office computers in all office locations.
- Coordinate with 3rd party providers and consultants for development projects.
- Provide technical support to SHARE member libraries as it relates to SHARE services.
- Write and continually update documentation for all programs for internal and external reference.

- This position requires 24-hour ability to be contacted. Emergency alerts from systems and phone calls from the library system regarding system down emergencies.

Supervised by: IT Director

Supervises: Full Stack Developer, Data Analyst

Minimum Education and Experiences:
- B.S. Degree in Computer Science or related field or equivalent work experience of eight (8) years.
- Five (5) years additional experience with on-the-job training in the IT field.

Licenses or Certifications Required:
- Valid driver's license or other accommodations for travel.

Knowledge, Skills, and Abilities Required:
- Frontend software development experience:
  - Vue.js (Typescript), HTMX, Tailwindcss, and Bootstrap.
- Backend software development experience:
  - Vapor (Swift), Fiber (Golang), Laravel (PHP), SQL, and Redis.
- iOS mobile application development experience:
  - Swift, Storyboard / SwiftUI and Core Data / SwiftData.
- Administration experience with Microsoft SQL Server, MariaDB, and PostgreSQL databases.
- Container deployment, configuration and implementation experience with Docker and Kubernetes.
- Deploying software to and integrating with Azure, Azure Kubernetes Services, Azure AD.
- Mail flow security using Exchange Online and Mailman 3.
- Usage of git and git workflows, GitOps, CI/CD principles and pipeline deployment.
- Administration of Drupal CMS and Moodle LMS, including module/plugin development.
- Knowledge of software design techniques, tools, and principles.
- Ability to use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems.
- Good oral and written communication skills.
- Ability to establish and maintain effective working relationships with other employees, department heads, public officials, and the general public.
- Ability to work in an organization that embraces customer service.
- Ability to be timely in responding to requests.
- Ability to be flexible, to use time wisely and to perform duties in a professional manner.
- Willingness to help others accomplish their objectives.
- Ability to demonstrate a positive attitude towards co-workers, member libraries and job duties.
- Ability to work with sensitive and confidential data.

Working Conditions:
Work is usually performed in an office environment. Some evening and weekend work will be required, with occasional overnight travel.

Telecommuting:

This position allows for full telecommuting. Occasional meetings and or in-office may be required based on the needs of the business.

Physical Requirements:
- Primarily sedentary work, but also requires standing, walking, stooping, or crouching, kneeling, crawling, reaching, pushing, grasping, lifting, feeling, hearing, and talking.
- Requires the ability to exert up to 40 pounds of force occasionally to lift, carry, push, pull or otherwise move objects.
- Clarity of vision at 20 inches or less with the ability to adjust the eye to bring objects into sharp focus, clarity of vision at 20 or more feet and the ability to distinguish colors.
- Must be able to concentrate on detailed information over an extended period.
- Prolonged use of a computer with continuous sitting.

This job description is not intended to imply that the duties identified above are the only duties to be performed by employee(s) in this position. Employees may be required to perform other job duties as requested, subject to applicable state and federal laws. This job description or certain job functions described herein may be subject to modification in accordance with applicable state and federal laws.

_____

Employee (Print Name)

_____   _____

Employee Signature   **Date**

_____

Supervisor (Print Name)

_____   _____

Supervisor Signature   **Date**

Approved June 2014
Revised April 2021
Revised September 2023

Illinois Heartland Library System

Job Description

Position Title: Marketing Administrator

FLSA: Exempt **Location:** Edwardsville

Employee Type: Full-Time **Pay Type:** Salary

Fiscal Classification: Other Professional **Salary Grade:** TBD

Summary:
The Marketing Administrator researches and reports on member needs, satisfaction and effectiveness of existing services, and feasibility of new services; identifies optimal positioning statements and marketing communication strategies; and drafts effective integrated marketing communication plans for the organization and its projects.

Essential Duties & Responsibilities:

Develops and directs marketing strategy by…

- Identifying and targeting the best audiences for each IHLS program or initiative and develops a strategic communications plan.
- Evaluating, establishing, and maintaining a marketing strategy and positioning.
- Directing, planning and coordinating marketing efforts.
- Developing organizational and project marketing campaigns from start to finish.
- Ensuring marketing efforts target the correct audience and communicate in a consistent IHLS voice.
- Communicates the marketing communications plan.

Leads marketing communication efforts by…
- Creating marketing promotions with the Communications and Advocacy Administrator and other IHLS staff for the IHLS brand portfolio (Illinois Heartland Library System, Cataloging Maintenance Center, SHARE, iLEAD, Mobile Memory Lab, and others).
- Working with designers/printers to produce printed materials.
- Creating and managing advertising and communication campaigns.
- Contributing to social media and public relation efforts.
- Creating consistent informational content for stakeholders.
- Consulting with member libraries on a marketing and communications plan and various promotional materials.
- Selecting, creating art for, and purchasing branded products and maintaining inventory

- Managing exhibit displays and sponsorships for event marketing efforts, including developing displays and talking points for the IHLS brand portfolio and recruiting staff member engagement.
- Planning, writing, and designing effective email campaigns and website landing pages and keeping up with best practices.
- Evaluating IHLS website for optimal content and layout.
- Developing and managing the brand image and voice for Illinois Heartland's portfolio of brands, including supporting documentation and training, when needed.
- Planning yearly budgets and tracking expenditures while acting as a steward of the communications portion of the IHLS budget.
- Serving as marketing administrator, guiding staff members in marketing matters.
- Working in partnership with the Communications and Advocacy Administrator and contributing to efforts led by the Communications and Advocacy Administrator and other staff, including media relations, library advocacy, continuing education, internal communications, and general member communication needs.

Assesses member needs, customer satisfaction, and service feasibility by…
- Designing surveys and other research to assess member needs, customer satisfaction of existing services, and feasibility of new services.
- Researching demand for the organization's current and potential products and services.
- Assessing customer satisfaction of existing products and services.
- Keeping a pulse on market and industry trends, including partner and competitor services.

Supervised by: Executive Director

Minimum Education and Experience:
- Bachelor's Degree in Marketing, Strategic Communications, Advertising, Media Production, Business Communications, or similar, or equivalent work experience 2:1 or 8 years; master's degree preferred.
- Minimum 3 years' experience in marketing communication. Preferred but not required: experience marketing one of the following organization types: libraries, similar nonprofits, or governmental organizations.
- PCM® Digital Marketing (Professional Certified Marketer–Digital Marketing) or DMP (Digital Marketing Professional) certification preferred.

Licenses or Certifications Required:
- Valid driver's license or other accommodations for travel.

Knowledge, Skills, and Abilities Required:
- Experience building marketing programs and reporting on the results.
- Experience with various digital and direct response marketing methods.
- Experience with social media platforms and knowledge of organic and paid social tools.
- Competence as a copywriter.
- Knowledge of basic web design and SEO practices and strategy.
- Knowledge of email marketing best practices.
- Knowledge of research techniques, survey design, and associated best practices.
- Has an eye for design, knowledge of design fundamentals, and experience designing digital and print materials.

- Experience with Survey Monkey or other survey tool.
- Experience with one or more photo editing tools.
- Competence with design software such as Canva; experience with Illustrator a plus.
- Ability to use computers and software such as Outlook, Teams, Word, Excel, PowerPoint, Canva, Illustrator, and InDesign.
- Strong project management skills.
- Ability to prioritize and quickly shift directions as required.
- Strong problem-solving ability, including metrics-driven thinking.
- Knowledge of principles and processes for providing customer services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- Good oral and written communication skills for the purpose of explaining, persuading, and negotiating.
- Ability to work in an organization that is focused on customer service.
- Ability to establish and maintain effective working relationships with staff, the board, governmental representatives, and member libraries.
- Ability to maintain efficiency while professionally performing duties.
- Ability to travel as required.

Working Conditions:
Work is usually performed in an office environment. Some evening and weekend work will be required, with occasional overnight travel.

Telecommuting:
This position allows for occasional and regular telecommuting.

Physical Requirements:
- Primarily sedentary work, but also requires standing, walking, stooping or crouching, kneeling, crawling, reaching, pushing, grasping, lifting, feeling, hearing, and talking.
- Requires the ability to occasionally exert up to 40 pounds of force to lift, carry, push, pull or otherwise move objects.
- Clarity of vision at 20 inches or less with the ability to adjust the eye to bring objects into sharp focus, clarity of vision at 20 or more feet.
- Prolonged use of a computer with continuous sitting.

This job description is not intended to imply that the duties identified above are the only duties to be performed by employee(s) in this position. Employees may be required to perform other job duties as requested, subject to applicable state and federal laws. This job description or certain job functions described herein may be subject to modification in accordance with applicable state and federal laws.

_____
Employee (Print Name)

_____   _____
Employee Signature   **Date**

_____

Supervisor (Print Name)

_____   _____

Supervisor Signature   **Date**

Approved January 2019
Revised April 2021
Revised January 2022
Revised October 2022
Revised September 2023