Position
Web Strategy Librarian
Regular, 1.0FTE, Librarian Appointment
Start date: ASAP

The University Libraries at the University of Victoria seeks a creative, energetic, and talented Web Strategy Librarian (WSL) to lead the ongoing design and implementation of UVic Libraries’ digital presence that enhances the Libraries’ role in furthering academic research, student success, community engagement, and university reputation.

The WSL will help UVic Libraries to respond to a number of our “Open, Engaged, Enduring” Strategic Directions:

- To strengthen seamless discovery and access to resources to enable learning, teaching, and research.
- To provide welcoming, inclusive, and intuitive virtual spaces that connect faculty, students, staff, and community with UVic Libraries, with the University of Victoria, and with each other.
- To foster a learning culture in which everyone at UVic Libraries grows their potential, enhances their leadership skills, develops their technical expertise, and strengthens their collaborations.
- To develop effective processes to prioritize and communicate activities and initiatives that include opportunities for dialogue and engagement within UVic Libraries and across the University of Victoria.
- To continue to build sustainable partnerships and collaborations with a wide range of external communities.

Summary of Responsibilities & Reporting:

The UVic Libraries’ web site is the first point of contact for our users and stakeholders locally and around the world. It is also the most heavily used component of the University of Victoria’s web presence, and provides access to a myriad of tools and resources for research and learning. The WSL is a new position within UVic Libraries and the incumbent will provide innovative, user & stakeholder-centered leadership for UVic Libraries’ web presence, with primary responsibility for the main web site, and an advisory role.
in the integration, development, and usability of our many other online service platforms. As the University moves to a mobile-first digital presence, the WSL will ensure the Libraries fully leverage this opportunity.

The WSL will work closely with an internal web advisory group and with all units across the Libraries, as well as key areas across the university. The WSL will report to the Head of Library Systems within the Digital Scholarship and Strategy unit.

The Web Strategy Librarian will:

- take the lead in identifying and establishing priorities for the UVic Libraries’ web site and mobile presence, and communicate that vision to stakeholders within the Libraries
- represent the Libraries as its primary web expert to the larger University community
- provide expertise and technical advice within the Libraries on emerging web technologies, platforms, and services
- work closely with UVic Communications to align style, branding, and layout with the larger UVic web presence
- work closely with the Libraries’ Communications Officer to ensure that events, news, and publications are shared effectively with the intended audience(s)
- coordinate with the university’s web team to ensure successful integration of the Libraries’ web site within the overall UVic web presence
- coordinate with content owners and authors to ensure that the Libraries’ web presence is relevant, accurate, up-to-date, and user-centered
- establish and promote current accessibility standards across the Libraries’ web presence
- lead efforts to create mobile-friendly web interfaces that leverage best practices for responsive design and machine-readability
- provide regular reports on the usage of all locally hosted elements of the Libraries’ web presence
- establish benchmarks and processes for evaluating web site effectiveness, and also work with the Libraries’ assessment resource office and other colleagues as appropriate
- ensure the Libraries’ digital presence is search engine optimized
- lead evaluations of the effectiveness of the Libraries’ web presence, including usability studies and consultation with stakeholder groups across campus
- ensure that effective training is provided to authors of library web content
- convene meetings of a Web Advisory Group on a regular basis and serve as chair
- coordinate and contribute to the resolution of web presence problems and bug reports
- will take a leadership role in the Libraries’ web archiving initiatives
- may undertake liaison and collection duties in an appropriate area of expertise

**Required Qualifications:**

- Master’s degree from an accredited school of library science, or a Master’s or higher degree in another discipline with expertise and excellence in professional practice relevant to the position if the candidate agrees to complete a MLS from an accredited school of library
science before the end of the probationary period (or the equivalent combination of education and experience in archival science in the case of an Archivist)

- Demonstrated project management skills
- Demonstrated experience using content management systems (e.g. Cascade, Drupal)
- Experience designing and building standards-compliant websites using HTML, CSS, and JavaScript
- Familiarity with web accessibility standards (e.g. WCAG 2.0, IITAA standards)
- Excellent interpersonal skills including the ability to facilitate discussion about design and technology
- Excellent written and oral communication skills
- Ability to deliver multimedia content in accessible formats
- Experience with image and graphics editing software (e.g. Photoshop, Premiere, Final Cut Pro)
- Demonstrated skill and experience in one or more of the following areas:
  - conducting website usability testing
  - web analytics (e.g. Google analytics)
  - developing complex websites
  - search engine optimization

**Desirable Qualifications:**

- Demonstrated experience leading teams
- An additional graduate degree, or technical certification in a related subject area
- Experience with scripting languages (e.g. Python, PHP)
- Familiarity with responsive design techniques
- Experience using code repositories and tools (e.g. Github)
- Experience working with systems integration tools (e.g. API, web services)
- Database design / data modeling
- Graphic design experience

**Scholarly and Professional Activities**

Participates in Libraries and University committees, councils, task forces, and teams as appropriate. Keeps up-to-date with developments in the profession and related fields, and on broader issues that affect the practice of librarianship. Participates in professional organizations as appropriate. Undertakes research and engages in scholarship as appropriate.

**Standards of Performance**

Faculty, Librarians, and Archivists at the University of Victoria are governed by the provisions of the Collective Agreement [https://www.uvic.ca/vpacademic/assets/docs/Collective%20Agreement.pdf](https://www.uvic.ca/vpacademic/assets/docs/Collective%20Agreement.pdf). Members are represented by the University of Victoria Faculty Association (www.uvicfa.ca). Standards of performance are assessed as set out in the Evaluation Policy for Librarians.