



MUSC Libraries
171 Ashley Avenue
Suite 415, MSC 403
Charleston, SC 29425
Tel 843 792 9211
Fax 843 792 4900

Technology and Communications Strategist Region 2, Network of the National Library of Medicine

Funded by the National Library of Medicine (NLM) through a cooperative agreement (2021-2026), the Medical University of South Carolina (MUSC) Libraries serves as the headquarters for Region 2, one of seven regions in the NNLM Program. Region 2 comprises Alabama, Florida, Georgia, Mississippi, South Carolina, Tennessee, the Commonwealth of Puerto Rico, and the U.S. Virgin Islands. The mission of the NNLM is to advance the progress of medicine and improve the public's health by providing U.S. researchers, health professionals, public health workforce, educators, and the public with equal access to biomedical and health information resources and data.

GENERAL SUMMARY OF POSITION:

Under the general direction of the Executive Director (ED), the Technology and Communications Strategist assumes leadership for promoting the use of and integrating digital tools into network activities for the region. This position also serves as the DOCLINE Coordinator.

RESPONSIBILITIES:

Overall

- Integrates digital tools and strategies into network activities to maximize efficiency and accessibility.
- Create and implement a marketing strategy to direct communication to members, which includes social media, websites, e-mail, Region 2 listserv, external listservs, blog, newsletter, and CRM system.
- Design graphics for social media, websites, print collateral, and other communication needs.
- Utilize content management platforms to produce content and monitor analytics.
- Develop and maintain Region 2's national website.
- Serves as the DOCLINE Coordinator for Region 2 to provide day-to-day support, account creation, and general troubleshooting to Network members.

- Provide technology leadership, training, and support to the internal team.
- Serves as liaison between region and National Web Services Office (NWSO) and MUSC Digital Strategic Initiatives department.
- Participate in regional and national committees.
- Engage in research, scholarship, and university and professional service opportunities.
- Participate in ongoing professional development
- Fulfill faculty duties as outlined in the MUSC Libraries Faculty Handbook

Outreach

- Collaborates closely with the Community Engagement & Outreach Strategist to broaden the Region 2 Regional Medical Library's public reach and membership base.
- Collaborates with the User Experience & Education Strategist to ensure that communications are meaningful, accessible, and culturally and linguistically appropriate.
- Assists the User Experience & Education Strategist in coordinating and implementing the webinar series with technology-centered, innovative content.
- Collaborate with Research & Data Science Strategist to ensure Region 2 is data-driven.

Teaching and Education

- Teach national classes through the NNLM training program.
- Provide technology content as needed and act as tech support for the Region 2 webinar series.

Sub-award support

- Support network members with project planning, proposal preparation, submission, and project evaluation.
- Solicit applications for awards and subcontracts.
- Serve as member of proposal review team; make recommendations for funding.
- Post-award, monitor, and report on network member project progress for those funded.
- Support sub-awardees throughout the award period.

General Responsibilities

- Fulfill faculty duties as outlined in the MUSC Faculty Handbook.
- Actively participate in the university's academic life, represent the library on university committees, and build collaborative and inclusive relationships throughout the university and clinical enterprise.
- Actively participate in professional activities through presentations or publications regarding innovative library practice or programs in health sciences libraries using principles of evidence-based library and information practice (EBLIP).

- Pursue professional development opportunities and maintain awareness of evolving library and information science trends.

Required qualifications:

- ALA-accredited graduate degree or an advanced degree in another discipline.
- Experience teaching to a variety of audience levels.
- Demonstrated ability to communicate clearly and effectively in both oral and written communications.
- Ability to work cooperatively in a demanding and changing environment with all levels of staff and members of the public.
- Ability to meet deadlines.
- Ability to travel to off-site locations.
- Knowledge of current and emerging trends in teaching and learning in library instruction.
- Knowledge of technology applications and trends in health sciences libraries.

Preferred qualifications:

- Knowledge of NLM and NCBI databases.
- Significant experience in a library or community outreach, or similar work.
- Knowledge of NLM's programs and strategic initiatives.
- A record of professional, scholarly research activity.

Knowledge, Skills, Abilities, Attributes:

- Demonstrated problem-solving skills, effective, consistent project coordination, leadership, and communications, and the ability to bring projects to fruition.
- Ability to manage projects, prioritize, develop policies, build consensus, and lead strategic initiatives across the library.
- Ability to communicate clearly, knowledgeably, and personably, orally and in writing.
- Ability to work independently and in a team environment.
- Demonstrated commitment to data-informed decision-making.
- Ability to manage and lead a team with widely diverse skills and backgrounds in a rapidly changing environment.
- Ability to innovate and proactively advocate new opportunities and challenges.
- Commitment to execution and results orientation
- Strong commitment to quality service
- Commitment to continued professional growth and active participation in professional activities and service.

BENEFITS

The University offers competitive benefits: 22 days' vacation, 15 days sick leave, 13 holidays, hospitalization, major medical, surgical-medical, dental, vision, long-term disability insurance, and life insurance at up to 3 times one's annual salary. State and alternative retirement choices are also available. For a summary of benefits, see <http://academicdepartments.musc.edu/vpfa/hrm/benefits/index.htm>

Faculty rank is open.

Salary is commensurate with education/experience. Minimum of \$60,000 for the candidate with the required education and appropriate experience.

The Medical University of South Carolina is a Drug-Free Workplace and adheres to the provisions of the Drug-Free Workplace Act of 1988. MUSC conducts a pre-employment (post-offer) drug screen as a part of the pre-employment process for all new hires.

ABOUT MUSC

Founded in 1824 in Charleston, MUSC is the state's only comprehensive academic health system, with a unique mission to preserve and optimize human life in South Carolina through education, research and patient care. Each year, MUSC educates more than 3,200 students in six colleges – Dental Medicine, Graduate Studies, Health Professions, Medicine, Nursing and Pharmacy – and trains more than 900 residents and fellows in its health system. MUSC brought in more than \$298 million in research funds in fiscal year 2022, leading the state overall in research funding. MUSC also leads the state in federal and National Institutes of Health funding, with more than \$220 million. For information on academic programs, visit musc.edu.

As the health care system of the Medical University of South Carolina, MUSC Health is dedicated to delivering the highest-quality and safest patient care while educating and training generations of outstanding health care providers and leaders to serve the people of South Carolina and beyond. Patient care is provided at 16 hospitals (includes owned and equity stake), with approximately 2,700 beds and four additional hospital locations in development; more than 350 telehealth sites and connectivity to patients' homes; and nearly 750 care locations situated in all regions of South Carolina. In 2022, for the eighth consecutive year, U.S. News & World Report named MUSC Health University Medical Center in Charleston the No. 1 hospital in South Carolina. To learn more about clinical patient services, visit muschealth.org.

MUSC has a total enterprise annual operating budget of \$5.1 billion. The nearly 26,000 MUSC family members include world-class faculty, physicians, specialty providers, scientists, students, affiliates and care team members who deliver groundbreaking education, research, and patient care.

HOW TO APPLY

Review of applications will begin May 10, 2023, and will continue until the position is filled. Complete the application and submit a cover letter, resume/cv, and contact information for three references. For more information and to apply, please go to: <http://jobs.library.musc.edu>

We thank all applicants in advance for their interest; however, only those applicants being considered for an interview will be contacted.

The Medical University of South Carolina is an Equal Opportunity Employer. MUSC does not discriminate on the basis of race, color, religion or belief, age, sex, national origin, gender identity, sexual orientation, disability, protected veteran status, family or parental status, or any other status protected by state laws and/or federal regulations. All qualified applicants are

encouraged to apply and will receive consideration for employment based on applicable qualifications, merit, and business need.

For further information and clarification of this position, please inquire to Dr. Shannon D. Jones via email joneshan@musc.edu or telephone at 843 792-8839