Skills and Competencies are important for Digital Librarian: A Job Advertisement Analysis

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Abstract

The research study examines the current trends of employment opportunities and skills required for digital, content and media librarians by analyzing all job advertisements published in the major job portals of monster, Naukri.com, Monster.com, Times Jobs, Linkedin, Shine, Indeed and Glassdoor. The data collected from the websites were analyzed to reflect the different aspects of new generation LIS professionals such as nature of position, skills and competencies required for the various job positions. It is found that libraries and library profession require qualified candidates with proficiency in english, information technology and communication skills. The findings show that LIS education institutions need to revise their curriculum on the basis of current job market demands..

Keywords
Digital librarian, Content librarian, Media Librarian, LIS professionals, skills and knowledge , Job advertisement; Job trends; Competencies.
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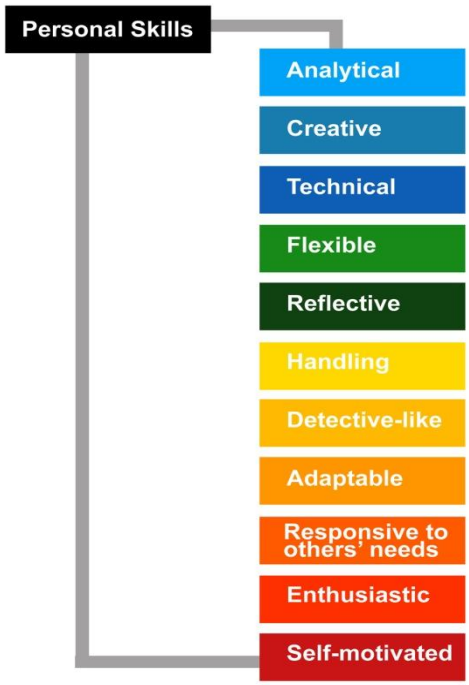
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Introduction

Facing technological innovations, for instance digitization, electronic publishing, digital asset management, RSS, Blogs, SMS, Podcasting, Mashups, Tagging, Folksonomies, OSS, OA, etc., libraries worldwide have been adjusting to the shift from the printed era to the digital era. The speed of change has created a new librarian landscape in terms of services and activities. These innovations impact the roles, competencies, skills and knowledge of LIS professionals. As stated in the paper of Erlendsdóttir (1998) "We are no longer just the guardians of books. We are information providers in an environment that is constantly changing and where the information needs to be gathered quickly and effectively. Today, our mission is to promote services for the ever increasing amount of information. And even if we don't like it, information technology has changed our jobs." Related to the changes within the LIS profession, one of the most interesting issues which LIS professionals have discussed and studied is "What are the skills and competencies required for LIS professionals to be effective and efficient working in the digital era?"

Key skills and competencies of a new generation of LIS professionals

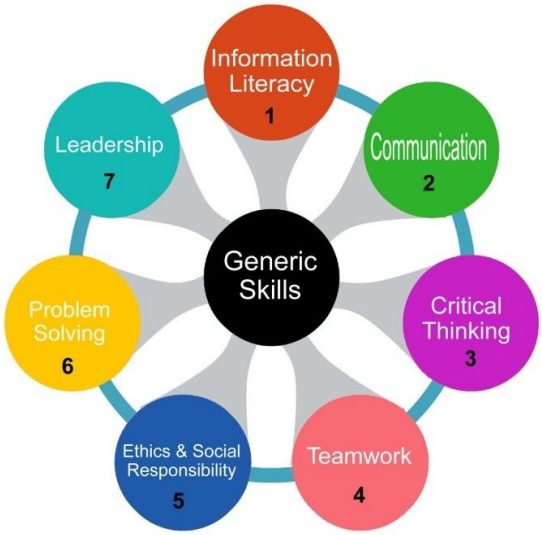
According to (Khoo, 2005) personal skills can be defined as appropriate attitudes, values and personal traits. New generation of LIS professionals require analytical, creative, technical, flexible, reflective, able to deal with a range of users, detective-like, adaptable, responsive to others' needs, enthusiastic and self-motivated are central to library work. Being analytical and able to use management tools such as (Political, Economic, Social, Technological, Legal, Environmental) and SWOT (Strengths, Weaknesses, Opportunities, and Threats) are paramount. Technical skills also play a key role in new generation library work.



(Fig.1: Personal skills)

Generic skills

Generic skills can be defined as the general skills which cut through disciplines for example communication, critical thinking, information literacy, teamwork, etc. Khoo, 2005, explained about generic skills that are respectively required are as shown in figure-2.



(Fig.-2: Personal skills)

Discipline-Specific Knowledge Skills

Discipline-specific knowledge skills can be defined as knowledge which is learned in the LIS programmes in both undergraduate and postgraduate levels, for instance collections development, digital library architecture, digital library software, metadata, etc. (Choi & Rasmussen, 2006; Howard, 2009)

S. No.	Specific Skills	Description
1	Metadata	"Metadata is a combination of two words, meta and data. Meta is a prefix defined as more comprehensive, and data means collection of data. Metadata is defined as the data that describes other data. It is used to summarize data about data to make the data easier to analyze."
2	Digital Asset Management	"Digital assets come in different digital formats. They can be documents, photographs, videos, presentations, audio files, and other materials. Assist content groups with the organization of complex projects to ensure compliance with the Digital Asset Management system."
3	Digital Collections	"Assisted with development and implementation of policy and practices for access to, backup and recovery of digital collections."
4	Technical Support	"Technical support or tech support are the services provided by any hardware or software company to users. They help in solving the technical difficulties the customers face with their products or services. Moreover, the tech support employees maintain, manage, and repair the IT faults. They are also responsible for resolving the network problems, installing and configuring hardware and software."
5	Library Services	Library Services are those resources, products, and events provided and held by a library or a similar entity to an individual. Users of the library may make use of these tools, which often differ from one institution to the next but amongst which may be things like online information and phone services, literary and other classes, book

		clubs, referencing services, and a number of other things
6	Sharepoint	"Organizations use Microsoft SharePoint to create websites. You can use it as a secure place to store, organize, share, and access information from any device."
7	CSS, HTML & XML	"Cascading Style Sheets (CSS) is a stylesheet language used to describe the presentation of a document written in HTML or XML (including XML dialects such as SVG, MathML or XHTML)." "HyperText Markup Language (HTML) can be defined as the standard language for developing web pages. It is a formatting system that describes the layout of the web pages. " "XML stands for eXtensible Markup Language. XML, like HTML, is a markup language that was created to store and transport data.'
8	Digital Strategy	"Digital strategy refers to using technology to improve business performance, including creating new products. It involves the direction an organization will take to create a unique competitive environment in the market."
9	Collection Development	"Collection development is the systematic and economical creation and evaluation of a library's inventory to meet the information needs of library users in a timely and cost-effective manner, using local information resources as well as resources from other organizations. Its purpose is to aid the mission of the library and involves both selecting and deselecting library resources."
10	External Partners	"External partners are people, either individuals or organizations, who collaborate for a variety of reasons. When external partners work together, they can bring better products and services to market, work more quickly, or develop intellectual property."

Literature Review

Tennant (1999) presented a list of discipline-specific knowledge which the digital librarians should know and be qualified in vital skills needed to create and manage digital library collections and services namely imaging technologies, optical character recognition (OCR), markup languages, including HTML, SGML, and XML, cataloguing and metadata, indexing and database technology, user interface design, programming, Web technology and project management.

Choi, Youngok & Rasmussen, Edie (2009) in their study "What Qualifications and Skills are Important for Digital Librarian Positions in Academic Libraries?" examines qualifications and skills required of professional positions involved in digital resources, services, and technologies as changing aspects in corporate and academic libraries. The results confirm that a digital librarian is an emerging position in corporate and academic libraries. LIS educational curriculum implications and further investigations to validate the results are suggested.

Binici, Kasim (2021) in his paper "What are the information technology skills needed in information institutions? The case of "code4lib" explored about the job Advertisement Analysis" information technology skills needed in information institutions (e.g., library, archive, museum, etc.) from job lists. Study revealed the most frequently mentioned common features in the job advertisements. These are programming languages (PHP, JavaScript, Java, and Python), operating systems (Linux, Unix, and MS Windows), Web technologies (XML, HTML, CSS, and XSL), databases (MySQL, Oracle, and PostgreSQL), metadata standards (MARC, DC, EAD) and other skills. The results include the list of information technology skills required in information institutions, especially for educators, potential information workers, and technologists

Objectives of the study

- To find out the job advertisement trends new generation librarianship;
- To assess the designation-wise job advertisement;
- To examine the essential skill and qualifications required to fulfil job.

Methodology

The information gathered from major job portals of Naukri.com, Monster.com, TimesJobs, Linkedin, Shine, Indeed and Glassdoor regarding LIS job advertisements taken only Digital librarian, Content librarian and Media librarian for the one year period of 2021. Collected information analysed and presented in table form.

Data Analysis

Table 1: Month-wise job advertisements in major job portals

S.No	Month	1	2	3	4	5	6	7	8	9	10	11	12	Total	Percentage
1	January	1				1	1					1		4	2.20
2	February	1	1	2	1	3	1		1		3	2		15	8.24
3	March	2	1	1	1	2	1	1	1		1	1	1	13	7.14
4	April	2	1	1	1	2	1			1	2	2		13	7.14
5	May	4		1	1	1	2	1	1		2	1	1	15	8.24
6	June	3		1	1	4	1			1	2			13	7.14
7	July	1	1	1		6	1	1	1	1	2	1	1	17	9.34
8	August	3	1	3	1	5	2	1		1	3	2		22	12.09
9	September	4	2	1	2	4	3	1	1		4		1	23	12.64
10	October	3		2	1	2	4			1	2	3		18	9.89
11	November	3	1	2		2	5	2	1	1	1			18	9.89
12	December	2		1	1	1	3				2	1		11	6.04
	Total	29	8	16	10	33	25	7	6	6	24	14	4	182	100

*Note: **1**=Bengaluru, **2**=Bhuaneshwar, **3**=Chennai, **4**=Coimbatore, **5**=Delhi NCR, **6**=Hyderabad, **7**=Indore, **8**=Kochi, **9**=Kolkata, **10**=Mumbai,**11**=Pune, **12**=Trivandrum*

It is evident from table-1 that the majority (12.64%) of job advertisements in the month of September, followed by (12.09%) in August, (9.89%) in October and November, (9.34%) in July, (8.24%) in February and May, (7.14%) in March, April and June, (6.04%) in December and only (2.20%) in the month of January of 2021.

Table2: Designation-wise job advertisements

S.No.	Major IT hubs of India	Digital Librarian	Content Librarian	Media Librarian	Total
1	Bengaluru	12	14	3	29
2	Bhubaneswar	4	3	1	8
3	Chennai	10	4	2	16
4	Coimbatore	5	4	1	10
5	Delhi NCR	22	7	4	33
6	Hyderabad	18	5	2	25
7	Indore	3	3	1	7
8	Kochi	4	1	1	6
9	Kolkata	3	2	1	6
10	Mumbai	11	5	8	24
11	Pune	9	4	1	14
12	Trivandrum	2	1	1	4
Total		103	53	26	182
Percentage		56.59	29.12	14.29	100

Table-2 illustrates the designation-wise job advertisements in the major IT hubs of India. Highest (56.59%) of the job advertisement for digital librarian vacancy, (29.12%) for content librarian and (14.29%) for media librarian. Among the IT hubs, Delhi NCR occupied with 33 job vacancies, followed by 29 from Bengaluru, 25 from Hyderabad and 24 from Mumbai.

Table 3: Essential skills required for digital, content and media librarians

S.No.	Skills	No. of Jobs	Percentage
1	Proficiency in English, IT Knowledge	9	4.95
2	Innovative approach, motivated,	4	2.20
3	IT Knowledge, Communication Skills	4	2.20
4	Communication Skills	8	4.40
5	Innovative approach	5	2.75
6	End-to-end (E2E) testing	8	4.40
7	Digital Asset Management (DAM)	22	12.09
8	Metadata	18	9.89
9	Dublincore	12	6.59
10	CSS, HTML, XML & Tagging	18	9.89
11	Sharepoint	11	6.04
12	Digital archiving & Preservation	8	4.40
13	Database management	11	6.04
14	Content management	22	12.09
15	Digital collection management	6	3.30
16	Leadership	3	1.65
17	Solving technical problems	3	1.65
18	Information and data literacy	2	1.10
19	Browsing, searching, filtering data,	8	4.40
	Total	182	100

It is evident from the table-3 the highest skills required for digital, content and media librarian is Digital Asset Management (DAM) and content management with (12.09%), Metadata and CSS, HTML, XML & Tagging with (9.89%), Dublin core (6.59%), SharePoint and Database management with (6.04%), Proficiency in English, IT Knowledge with (4.95%), Communication Skills, End-to-end (E2E) testing, Digital archiving & Preservation, Browsing, searching, filtering data with (4.4%), Digital collection management with (3.3%), Innovative approach with (2.75%), Innovative approach, motivated and IT Knowledge, Communication Skills (2.2%), Leadership and Solving technical problems (1.65%) and Information and data literacy with (1.1%).

Conclusion

Most of the digital librarian positions do mention that skills required like highest skills required for digital, content and media librarian is Digital Asset Management (DAM) and content management with (12.09%), Metadata and CSS, HTML, XML & Tagging with (9.89%). Highest (56.59%) of the job advertisement for digital librarian vacancy, (29.12%) for content librarian and (14.29%) for media librarian. Among the IT hubs, Delhi NCR occupied with 33 job vacancies, followed by 29 from Bengaluru, 25 from Hyderabad and 24 from Mumbai.

Thr communication skills, good command over English, innovative approach in providing library services, knowledge of IT, library management as well as organization skills is required. Various professional skills and additional degrees help in developing career strategies for professional growth. There is a need for creating meaningful partnerships between industry and trade and the LIS education institutions, which might be instrumental in designing suitable curriculum/programmes of education and training in information and knowledge management. There is a need to periodically review the employability in LIS field which will provide a clear and deeper insight of current trends emerging in library science profession. This will help library science professionals to keep themselves abreast with the latest trends of employability in respective field.

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