

Oshkosh Public Library Position Description

Position: Community Engagement Librarian
Classification: Librarian
Department: Information Services
Date: July 2019

General purpose

The person in this position is a key library ambassador to the community. This position has primary responsibility for executing the library’s community engagement and community outreach strategies, which have distinct but intertwined purposes. Community engagement strategy will focus on forming and nurturing collaborative partnerships to benefit the community. Library partnerships are opportunities to provide leadership in collaborative efforts, especially in initiatives focused on literacy, learning and the importance of reliable information. Community outreach strategy will focus on projecting a library presence to locations outside of the library building with the broad purpose of persuading non-users of library services to become users. In practice, this may call for promoting the value of the library or its services; educating the public about how to use library services; or otherwise encouraging or facilitating the use of library services (e.g.; library card registration, summer library program promotion and registration).

As a recognized “public face” of the library in the community, the person in this position will act as a spokesperson in public relations efforts, relating key messages to media, potential donors, or key partners. The community engagement and community outreach strategies will be closely linked to the library’s public programs strategy, and the person in this position will be a member of the Public Programs Team. The Community Engagement Librarian may present public programs inside or outside of the library. As a member of the Information Services Department, the person in this position will work at the Reference Desk occasionally.

Supervision Assistant Director for Library Development

Salary Matrix Level F

Essential duties and responsibilities

Duty / Responsibility	Performance Standards
Community Engagement	
<ul style="list-style-type: none"> • Guided by strategic priorities, initiate relationships with potential partners for collaborative efforts toward shared community goals. • Define and document the variety of the library’s partner relationships; create and maintain a register of the library’s partnerships; produce an annual report on the library’s partner relationships and outcomes of collaborative projects 	<ul style="list-style-type: none"> • Regular status reports document the process of initiating and building partnership relationships in the community. • Register of library partner relationships updated at least annually. • Report on library partner relationships and collaborative project outcomes produced annually.

<p>undertaken with partners.</p> <ul style="list-style-type: none"> • Nurture ongoing relationships. • Communicate regularly on the status of partnership development efforts. 	
<ul style="list-style-type: none"> • Develop collaborative project proposals with community partners. • Present project proposals to appropriate library decision-makers for approval. 	<ul style="list-style-type: none"> • Filed project proposals document productive engagement with community partners.
<ul style="list-style-type: none"> • Define project outcomes and plan to gather outcome data. 	<ul style="list-style-type: none"> • Reports of outcomes document the community impact of collaboration.
<ul style="list-style-type: none"> • Coordinate library participation in collaborative projects with community partners; collaborate with other library staff to achieve effective support of community engagement projects. • Communicate effectively on project goals and requirements with all internal and external project participants. 	<ul style="list-style-type: none"> • Internal and external project participants report high level of satisfaction with collaboration process and communication.
<p>Community Outreach</p>	
<ul style="list-style-type: none"> • Collaborate with the Head of Children’s and Family Outreach Services and the Marketing Coordinator to develop coordinated and consistent messaging for staff engaged in outreach activities. 	<ul style="list-style-type: none"> • Community outreach events persuade people to use library collections, programs or services. • Community Engagement Librarian, Head of Children’s and Outreach Services, Marketing Coordinator report that their collaboration is positive and effective.
<ul style="list-style-type: none"> • Evaluate library community outreach opportunities, whether they arise from external inquiries, internal suggestions, or routine community scans. • Weigh costs and benefits of library participation in an outreach opportunity in the context of public program plans; the library’s strategic vision, mission and goals, and other staff / organizational commitments. 	<ul style="list-style-type: none"> • Evaluation of community outreach opportunities is conducted in a systematic fashion.
<ul style="list-style-type: none"> • Develop proposals for library community outreach efforts; create and maintain an annual calendar of community outreach events in which the library routinely participates; align plans for community outreach with public programs planning and library partnership project plans as 	<ul style="list-style-type: none"> • Proposals on file demonstrate activity and purpose of community outreach events. • Calendar of community outreach activities demonstrate planning and alignment with other library projects / plans.

<p>much as possible.</p> <ul style="list-style-type: none"> • Present project proposals to appropriate library decision-makers for approval. 	
<ul style="list-style-type: none"> • Define community outreach event outcomes and plan to gather outcome data. 	<ul style="list-style-type: none"> • Reports of outcomes document the impact of the community outreach event.
<ul style="list-style-type: none"> • Coordinate library participation in community outreach events; collaborate with other library staff to achieve effective support of the events. • Communicate effectively with all parties, including library staff participants and event organizers / venues. 	<ul style="list-style-type: none"> • All parties involved in community outreach event report high level of satisfaction with collaboration process and communication.

Volunteer Coordination

<ul style="list-style-type: none"> • Lead efforts to recruit new and manage existing volunteers to both enhance library services and provide rewarding experiences for volunteers. • Work with library staff to identify volunteer roles that will help to facilitate program development (e.g., DIY) and enhance/expand public services (e.g., computer/job services). • Supervise ongoing work of volunteers, including: Giving direction, scheduling, assisting with prioritizing, providing training for new tasks when needed and monitoring performance. • Document violations of policy and procedure, and when necessary, discipline volunteers. 	<ul style="list-style-type: none"> • Existing volunteers perform their duties competently and related services/programs/projects run smoothly or are enhanced by their efforts. New volunteers are successfully placed to allow for expansion of services/programs/projects. • Staff is able to devote more time to maintaining, enhancing or expanding program and service offerings by shifting routine tasks to volunteers. More time is devoted to planning and strategy for programs and services. • Well-trained volunteers perform their duties competently with minimal supervision. They have adequate access to the Coordinator of Volunteers and are comfortable asking questions and offering suggestions. • Document violations and all actions taken to counsel or correct volunteer behavior that is contrary to library policy or procedure.
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<p>Manage operation of volunteer-dependent library services:</p> <ul style="list-style-type: none"> • Coordinate Baby Book Bag program to include ordering supplies, preparing bags and coordinating delivery. • Manage the library's Home Delivery Program, including recruitment of selection, delivery and data entry 	<ul style="list-style-type: none"> • Every baby born in Oshkosh receives a Baby Book Bag when leaving the hospital. • All routine home delivery tasks are performed by volunteers. Coordinator of Volunteers makes contact annually with individuals and community facilities to assess status of service and customer satisfaction.
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<p>volunteers; intake of new home delivery customers; follow up with customers, volunteers and community facilities as needed.</p> <ul style="list-style-type: none"> Coordinate Roving Reader activities in conjunction with Children & Family Outreach Services. Recruit and coordinate schedules for Roving Readers. 	<ul style="list-style-type: none"> Existing sites are satisfied with service and additional readers are recruited to serve new sites.
<p>In-Library Information Services</p>	
<ul style="list-style-type: none"> Work regular public service shifts at the Reference Desk 	<ul style="list-style-type: none"> Service provided to external and internal customers is thorough, accurate and timely. All required and customary output measures are recorded.
<p>Public Relations</p>	
<ul style="list-style-type: none"> Represent the library as a spokesperson to media; collaborate with the Marketing Team to establish talking points for the occasion. 	<ul style="list-style-type: none"> Library talking points are communicated effectively and in a positive fashion.
<p>Public Programs</p>	
<ul style="list-style-type: none"> Participate as a member of the Public Programs Team; assist with planning for in-library public programs; work with the team to align strategies for public programs, community engagement projects, and community outreach events. 	<ul style="list-style-type: none"> A collaborative spirit is established and maintained on the Public Programs Team. Positive coordination and alignment of strategies for public programs, community engagement projects, and community outreach events is achieved.
<p>Continuing Education</p>	
<ul style="list-style-type: none"> Continually refresh knowledge of areas of professional expertise as well as issues and trends in Friends' advocacy, library programming and volunteerism. 	<ul style="list-style-type: none"> Personal and professional development goals are set in the annual performance review with the Head of Library Development.

KNOWLEDGE, SKILLS AND ABILITIES

- Effective inter-personal and team-building skills; ability to foster a positive team environment among library staff and community partners.
- Coaching skills, including the ability to clearly and patiently explain how and why tasks are to be performed.
- Skill in communicating effectively with people from diverse backgrounds.
- Ability to work confidently in high-pressure, fast-paced environment.
- Ability to prioritize tasks for oneself and other project team members; skill in communicating new priorities in a fluid situation.

- Ability to handle multiple projects and deadlines.
- Ability to adapt to change; willingness to teach and learn new ways of doing things, including new technologies.
- Confident user of digital hardware and software tools, including personal productivity software (word processing, spreadsheet, email, calendaring, presentation); and web-based communication tools.
- Confident user of presentation technology and equipment, including public address systems (speakers, microphones, hearing loops, etc.); smart boards; video monitors, etc.

REQUIRED EDUCATION AND/OR EXPERIENCE

Master's Degree in Library Science (MLS) from a program accredited by the American Library Association (ALA).

At least three years of professional public library experience, preferably in a public services capacity.

Experience planning and executing programs or events; experience planning and executing collaborative programs or projects with library community partners highly desirable.

Experience providing leadership to task teams or projects highly desirable.

TOOLS AND EQUIPMENT USED

- A variety of digital hardware and software tools, including computer workstations running personal productivity software (word processing, spreadsheet, email, calendaring, presentation); and web-based communication tools;
- Presentation technology and equipment, including public address systems (speakers, microphones, hearing loops, etc.); smart boards; video monitors, etc.
- Typical office equipment, including calculator, fax machine, photocopier, telephone, and printers.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee may be required to stand for extended periods of time; talk and hear; use hands to dial, handle, or feel objects or controls; and reach with hands and arms. The employee may be required to kneel, walk, stand, bend, twist, push and pull. The employee may be required to set up and take down tables, chairs, collapsible canopies or other equipment. The employee may be required to load, unload, and carry equipment from a vehicle to and from an event site. Job requires employee to be able to push carts and lift boxes weighing up to 50 pounds.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this position.

The work environment for this position when inside the library building is of a moderate noise level and having ambient conditions of a typical office environment. However, the work of this position may also require the employee to spend time outdoors in a variety of temperature and other weather conditions; the work of this position may expose the employee to noise that is anywhere from moderate conversational levels to quite loud crowd conditions.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview; background check; and job-related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

This job description does not constitute an employment agreement between the employer and employee. It is subject to change by the employer as the needs of the employer and requirements of the job change.

June 2019