



106 Washington Avenue, Oshkosh, Wisconsin 54901-4985

MEMORANDUM

DATE: February 15, 2018
TO: Oshkosh Public Library Board of Trustees
FROM: Jeff Gilderson-Duwe, Library Director
RE: Table of Organization – Create Marketing Coordinator Position

I recommend the following changes to the Library Table of Organization. I believe these changes will allow us to enhance the library's capacity to communicate its activities to the community and to be an active partner in building community capacity. I propose to make all changes effective Friday, February 23, 2018.

1. Eliminate one 1.0 FTE (40 hours per week) Reference Librarian position in the Reference and Adult Services Department (RASD); and
2. Create one 1.0 FTE (40 hours per week) Marketing Coordinator position in the Library Development Department.

The recommended changes are budget neutral, as the new position falls into the same pay plan grade as the one eliminated (i.e., Pay Grade F, with the 2018 annual pay range of approximately \$52,500 to \$60,000).

As the trustees will recall, during the 2017 budget process I proposed creation of a new position with the working title "Community Engagement Librarian." That position was not funded. However, I have continued to be interested in making the library more effective at communicating with library users, non-users, partner organizations and potential partners.

Accompanying this memo is a proposed position description for a new full-time "Marketing Coordinator" position. We intend to consolidate into one position a variety public communication tasks that have previously been dispersed throughout the organization. The Marketing Coordinator will become the lead person for telling the library's story via all available media. This will allow the Head of Library Development to concentrate on nurturing the library's relationships with existing partners and on exploring new partnerships.

I am hopeful that these changes will lead to enhanced visibility for the library and strengthen our ability to realize our strategic vision and goals.

58
"A Library in Every Life"

Oshkosh Public Library Position Description

Position: Marketing Coordinator

Department: Library Development

Date: January 2018

GENERAL PURPOSE

The person in this position is responsible for projecting the library's brand into the community. The Marketing Coordinator will use current mass and target marketing techniques to attract attention to the library's services, programs, and collections; and to its vision, mission and goals. The Marketing Coordinator will take the lead on telling the library's story. The Marketing Coordinator will also handle special projects or duties as assigned by the Head of Library Development.

Supervision Head of Library Development

Salary Matrix Level F

ESSENTIAL DUTIES AND RESPONSIBILITIES

Duty / Responsibility	Performance Standards
Public Relations / Marketing	
<ul style="list-style-type: none"> • Develop and direct promotion of the library's public programs, services and resources, including <ul style="list-style-type: none"> ○ development of concept, ○ creation of promotional content/materials, ○ identification of distribution outlets (local media, social media, downtown businesses, local agencies, schools, service organizations, community calendars), ○ distribution of promotional materials, and ○ purchase of paid advertising and event-based marketing. 	<ul style="list-style-type: none"> • Programs: attendance; media coverage; inquiries by potential presenters. • Resources: use, media coverage, customer inquiries. • Services: use, media coverage, referrals.
<ul style="list-style-type: none"> • Coordinate media relations activities. Keep local media informed about library services and activities, write and distribute news releases, respond to media requests for information and interviews, pitch human interest and issue-oriented stories to media outlets. Provide coaching to staff to prepare them for media interviews. 	<ul style="list-style-type: none"> • Media hits (articles/broadcast interviews; mentions in editorials; calendar listings, blog posts); tone and accuracy of media items; effectiveness of staff in media interviews.
<ul style="list-style-type: none"> • Coordinate library's presence in social media. 	<ul style="list-style-type: none"> • Number of fans; number of comments on posts; number of times posts are shared, etc..
<ul style="list-style-type: none"> • Coordinate development of the library web site; guide its development as a promotional and marketing tool. 	<ul style="list-style-type: none"> • Use of online resources; web site traffic; participation in social media sites; program attendance.

<ul style="list-style-type: none"> • Take photos of library events and activities and develop displays, advertisements, in-house video loop, social media, web site and promotional materials. 	<ul style="list-style-type: none"> • Quality of displays/printed materials; participation in promoted activities.
<ul style="list-style-type: none"> • Guide development and placement of signage inside the library building – both promotional and directional. 	<ul style="list-style-type: none"> • Directional questions; use of materials; program/event attendance.
Internal Communication	
<ul style="list-style-type: none"> • Coordinate internal communication. 	<ul style="list-style-type: none"> • Information disseminated to library employees in a clear and timely manner. • Library employees have the information they need to successfully answer customer questions about collections, services and programs.
<ul style="list-style-type: none"> • Produce a monthly report of library highlights to keep the Library Board informed of activities, programs and services. 	<ul style="list-style-type: none"> • Completion of report; board member comments and requests for further information.
Special Project: Community Calendar of Events	
<ul style="list-style-type: none"> • Act as Project Manager for creation and development of a high quality calendar of community events. <ol style="list-style-type: none"> 1. Cultivate a wide-ranging list of community contacts within organizations that sponsor public events; 2. Create procedures for systematically gathering and listing public events for inclusion in the calendar; 3. Maintain the calendar of events. 	<ul style="list-style-type: none"> • The library's calendar of public events becomes a "go to" online resource for the community as evidenced by web analytics, comments and anecdotes.
General departmental and library operations	
<ul style="list-style-type: none"> • Assist with building security: <ol style="list-style-type: none"> 1. Disable and enable alarms; 2. lock and unlock doors; 3. ensure that the building is empty at closing; and 4. investigate security and building alarms, including security gates at front entrance. 	<ul style="list-style-type: none"> • Library building is maintained in a secure state.
<ul style="list-style-type: none"> • Assist with public health and safety: <ol style="list-style-type: none"> 1. Assist in situations where patron or employee has medical emergency, accident or injury; 2. assist lost children; 3. follow proper procedures for handling blood borne pathogens; and 4. assist with keeping entrance free of snow and ice. 	<ul style="list-style-type: none"> • All appropriate assistance is provided by library employees to help members of the public be safe and healthy while using the library. • All appropriate actions are taken by library employees to remove threats to the health and/or safety of the public that may be present in the library building or on its grounds.

<ul style="list-style-type: none"> Enforce library policies, procedures and rules. Complete necessary reports in the case of accident, injury, theft of library property, disturbances, or inappropriate use of library equipment. 	<ul style="list-style-type: none"> Prompt and appropriate actions are taken in response to any accident or incident. Reports are filed as soon after the conclusion of an accident or incident as is possible.
<ul style="list-style-type: none"> Interpret, analyze and respond to customer questions, comments and complaints about library policies and procedures. 	<ul style="list-style-type: none"> All communication is handled promptly and courteously. Library policies and procedures are explained in a helpful and accurate manner.
Continuing Education	
<ul style="list-style-type: none"> Continually refresh knowledge of areas of professional expertise as well as issues and trends in public librarianship. 	<ul style="list-style-type: none"> Personal and professional development goals are set in the annual performance review with the Library Director. Progress toward development goals is demonstrated during performance review meetings.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of current practices and developing trends in marketing and public relations.
- Writing and editing skills in a variety of media, including print, electronic and digital.
- Computer skills including confident use of web-based communication tools, as well as personal productivity software such as word processing, spreadsheet, email, calendaring, and presentation applications.
- Inter-personal skills; capable of working in a team environment.
- Skill in communicating effectively with people from diverse backgrounds.
- Ability to work confidently in high-pressure, fast-paced environment.
- Ability set priorities and to handle multiple projects and deadlines
- Ability to adapt to change; willingness to teach and learn new ways of doing things, including new technologies.

REQUIRED EDUCATION AND/OR EXPERIENCE

Four-year degree in public relations, journalism, communications or other applicable area of study.

1-3 years' experience in journalism, public relations or marketing;

TOOLS AND EQUIPMENT USED

Typical office equipment, computers and software including computer workstation, computer projector, calculator, fax machine, photocopier, telephone, and printers.

Building security systems including fire safety equipment

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. 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 noise level in the work environment is moderate. Most work is indoors.

Occasionally, when acting as a member of the library's management team, the person in this position may be called upon to perform duties to assure the health or safety of others, that fall well outside the typical tasks of the position. For example, the person in this position may be called upon to clean up blood or other bodily fluids (while taking proper precautions against infection by blood-borne pathogens); shovel snow; or salt an icy sidewalk.

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.

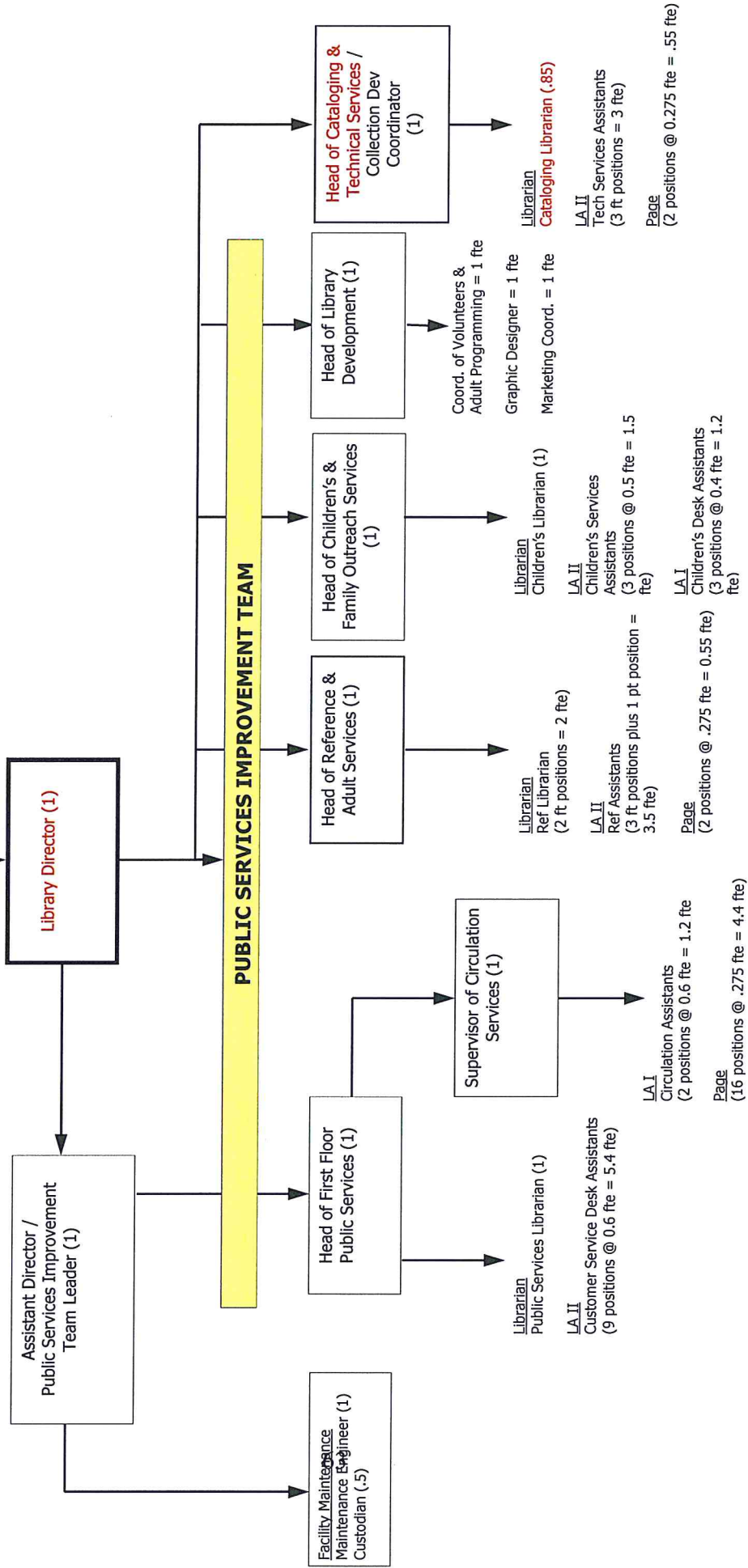
This job description does not constitute an employment agreement between the employer and employee. It is subject to change by the employer as the needs of the employer and requirements of the job change.

January 2018

Oshkosh Public Library

Feb 23, 2018

Oshkosh Public Library Board of Trustees



Winnefox/WALS
Shares Cost of
Staffing with OPL
 Total FTE = 38.65