

LIBRARIAN'S ASSISTANT (Marketing, Programming, Outreach Coordinator)

SUMMARY

Coordinates and implements the library's marketing plan, plans and conducts adult and family programs, uses software to create marketing materials, represents the library at community events, expos, festivals, etc., supervises circulation processes, and compiles general library statistics for reports.

SUPERVISION RECEIVED

Work is performed under the direction of the Library Director & Assistant Library Director.

SUPERVISION EXERCISED

Clerks, Pages, Volunteers, Community Service Workers, and other front desk personnel as necessary.

RESPONSIBILITIES AND ESSENTIAL DUTIES AND FUNCTIONS

1. Coordinates the library's marketing plan and implements it to raise better awareness of the library in the community.
2. Serves as the central clearing point for all library marketing materials to ensure a consistent library identity and branding.
3. Plans and conducts adult and family programs.
4. Maintain good working relationship with area schools, businesses and organizations.
5. Represent the library at community events, expos, festivals, etc.
6. Compiles general library statistics and completes a report for library board and annual reports.
7. Provide basic information and reference services.
8. Act as person-in-charge in absence of Library Director or Assistant Director.
9. Assist in the general operation of the library.
10. Assist in handling and processing complaints.

11. Advise library patrons about library services, resources, and the use of the library.
12. Perform related duties as required.

ESSENTIAL KNOWLEDGE, SKILLS AND ABILITIES FOR EMPLOYMENT

All the following qualifications, skills, and abilities are essential. An employee should have the equivalent of the following:

Awareness of modern library operations, practices, and procedures.

Awareness of readers' areas of interest, and current publications.

Ability to compile data and prepare accurate records and reports.

Ability to understand and carry out oral and written instructions.

Ability to work effectively with the public and other employees.

Ability to use software to create marketing materials.

Ability to develop and implement creative approaches to reach targeted audiences

Must be adaptable to changing work hours. Must be willing to work evenings and Saturdays.

Must have dependable transportation.

Acceptable training and experience include a Library of Michigan limited professional certificate level 3 or a Bachelor's degree and at least one year's library experience.