

Job Description – Outreach Specialist

Huntington City-Township Public Library

Position Description:

The Outreach Specialist is responsible for maintaining the library's presence in the community, marketing library services, managing Bookworm mobile services, and participating in community events. This position provides information about library services and programs to populations that may not be reached by traditional marketing channels. This position leads the development and implementation of strategies and programs for maximizing the reach of library services, specifically to under-served populations. This position works in close cooperation with the Communications Specialist and Librarians. Work is performed under the direction of the Library Director.

Primary Objectives:

- Plan, organize, and conduct library services for the community
- Collaborate with local organizations to provide programs and services
- Promote the library at community events
- Serve as a liaison to community organizations and other partners
- Seek out alternative sources of funds for programs such as grants, private donors, or service organizations
- Manage the operations of the Bookworm Mobile Library

Specific Responsibilities of the Job

- Plan and implement projects and events
- Identify community needs and provide solutions
- Create and conduct public surveys and other research
- Compile statistical information on area of service
- Make recommendations to administration regarding community needs
- Distribute marketing materials throughout the community
- Assist with marketing and public information activities including web content
- Maintain and create content for social media
- Recruit volunteers
- Assist with home delivery services
- Work at public service desks when needed
- Complete department specific projects under the direction of the Director
- Communicate regularly with the Director

Required Knowledge, Skills, and Abilities

Note that these requirements are representative, but not all-inclusive, of the knowledge, skill, and ability required to perform this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to work with patrons in a friendly and tactful manner
- Ability to present a professional image to the public
- Skill in talking to groups and individuals in a confident manner
- Skill in working with community partners in an enthusiastic and positive manner

- Skill in project management
- Ability to think critically and solve problems
- Knowledge of current library practices
- Ability to research trends, best practices, and innovative services
- Ability to create effective print materials
- Knowledge of personal computers and related hardware, electronic mail, the Internet, office software, document imaging, etc.
- Ability to learn computer programs or software and use them effectively to perform duties
- Ability to handle high volumes of work
- Ability to excel as a productive and positive team member
- Ability to communicate effectively both verbally and in writing
- Ability to establish and maintain effective working relationships with other employees, patrons, and the public
- Ability to contribute to a positive work culture that fosters excellent customer service and teamwork

Education and Experience

- Degree or equivalent experience: Some secondary education preferred
- Years of experience: At least 2 years of experience in community service, customer service, or other related field. Library experience preferred.
- Specialized training in: marketing and advocacy, project management, community service
- Certification: none

Physical Demands

These physical demands are representative of the physical requirements necessary for an employee to successfully perform the essential functions of the job. Reasonable accommodation can be made to enable people with disabilities to perform the described essential functions.

- While performing the responsibilities of the job, the employee is required to talk and hear.
- The employee is often required to sit and use their hands and fingers, to handle or feel.
- The employee is required to stand, walk, reach with arms and hands, occasionally climb or balance, and to occasionally stoop, kneel, crouch or crawl.
- Extended periods of repetitive hand work are required.
- Extended periods of sitting and using computers are common.
- Extended periods of standing may be required.
- Extended periods of walking may be required.
- Ability to push or pull up to 100 pounds with mechanical assistance.
- Ability to lift up to 25 pounds.

Work Environment

While performing the responsibilities of the job, these work environment characteristics are representative of the environment the job holder will encounter. Reasonable

accommodations may be made to enable people with disabilities to perform the essential functions of the job.

- The employee may occasionally be exposed to chemicals used in common cleaning products.
- The noise level in the work environment is usually quiet to moderate but may occasionally be loud.
- In general the majority of the work day will be in an office environment.

Conclusion

This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed by job holders within this job. But, this job description is not intended to be an exhaustive list of qualifications, skills, efforts, duties, responsibilities or working conditions associated with the position.