

Loutit District Library

Job Description

Job Title: Community Engagement Librarian

Reports to: Executive Director

Job Summary:

The position of the Community Engagement Librarian is a professional position. Under the supervision of the Executive Director, this position coordinates and supports programming and events, oversees the library's public relations and marketing efforts, and supports community engagement and networking initiatives.

Primary Responsibilities:

Administrative & Community Engagement

- Initiates and cultivates community relationships with current and potential programming partners and sponsors. Collaborates with Team Leads to explore and develop partnership opportunities.
- Facilitates programming and marketing committee meetings. Provides support to library staff with program planning and execution.
- Acts as liaison for all library program presenters, displays, exhibitions, promotions, and room requests.
- Responds constructively to patron complaints, feedback, and comments related to responsibilities in partnership with the library administration.
- Participates as a member of the Leadership Team and Administration Team, attends meetings, and communicates pertinent information to department staff.
- Serves as the LDL liaison for the Friends of the Library. Attends meetings and events.
- Coordinates activities of the library volunteer appreciation week on an annual basis.
- Partners with library administration in the planning, development, and execution of in-service staff training initiatives.

Marketing

- Coordinates the activities of the Marketing Department. This includes the development of the department's vision, goals, direction, project management, delegation, facilitating meetings, and supervision over assigned staff. Completes job evaluations and participates in the interviewing, hiring, and training of assigned staff.
- Directs the development and promotion of the library's image through promotional materials and designated social media outlets. Oversees digital content and print publications including newsletters, mailers, brochures, and the annual report.
- Creates and maintains the library's marketing plan, including policies and procedures for the marketing department. Creates written procedures related to marketing and programming initiatives and projects.
- Oversees all content updates to the library's website and social media platforms. Manages communications on the telephone system, such as updates to library hours, closures, and directory.
- Provides regular staff/department meetings and individual staff check-ins with timely feedback. Explores avenues for effective communication to enhance productivity and teamwork.
- Coordinates media relations. Keeps informed of local developments and activities, and takes an active approach with local media to stimulate coverage about the library and its services, events, and projects.
- Assists with the posting of new employment opportunities on various platforms including: the library website, community forums, social media, library listservs, etc.

Programming and Events

- Plans, directs, and executes library-wide programs and events, such as Summer Reading Program, winter reading programs, author book talks, and concerts. This includes related budgets, location, sponsorships, community partners, and staff committees. Develops vision, goals, and direction related to the library's programming initiatives in collaboration with the Executive Director and Team Leads.
- Oversees innovation, planning, implementation, and evaluation of library-wide programming activities that support the LDL mission and strategic plan goals. Supports and partners with Team Leads with programming initiatives.
- Coordinates the scheduling of community events, programs, and library room usage

requests according to library policies. Organizes and coordinates technology setup for library special events, programs, displays, exhibitions, and promotions. Maintains the library's room usage calendar and provides relevant information to staff.

- Coordinates library staff presented programs and evaluates outside program presenters as needed, including contract, insurance, and budgetary management oversight in conjunction with Team Leads.
- Gathers, compiles, and interprets data related to library services, programming, staff feedback, and community interest. Provides presentations to the board and library staff as needed.
- Coordinates programming quality standards and evaluation criteria. Creates and develops tools for communication, evaluation, and programming statistics collection.
- Supports the library's mission, vision and values to improve community relations while partnering with the Executive Director to successfully achieve the objectives of the library's strategic plan.

Secondary Responsibilities:

- Coordinates set up for meeting rooms and events with appropriate staff.
- Conducts library tours and makes presentations about library services in-house or at other locations.
- Identifies and applies new technologies and innovations to expand and enhance library service to the community in coordination with appropriate staff members.
- Serves as a reference librarian by assisting patrons at library service points as needed.
- Oversees all updates to the library website, social media, and phones as needed.
- Ability to effectively interact with patrons, donors, community groups, volunteers, staff, and board. Demonstrates excellent public speaking and presentation skills.
- Reads library journals and publications for professional development.
- Participates in staff meetings and trainings.
- May attend local, regional, and state workshops and conferences.
- Performs other duties as assigned.

Knowledge, Skills, and Abilities:

- Knowledge of public library principles and practices.
- An understanding of and ability to interpret and apply local library and cooperative policies, as well as state and federal laws as they apply to library services.
- Proficiency with MS Office, Google Suite, digital services, graphic design and survey programs, and Orange Boy software.
- Organizational ability to set goals, meet deadlines, and work independently with a high attention to detail.
- Ability to express ideas clearly and effectively to individuals and groups through verbal, written, and visual communication.
- Strong customer service skills and patience with users.

Requirements:

- Master's degree in Library and Information Science from an ALA accredited college or university.
- Level 2 certification from the Library of Michigan, or ability to obtain in a timely manner.
- Three or more years of professional public library experience with increasing responsibility. Marketing, public relations, communications, or related field experience is highly desirable.
- Strong leadership skills necessary to plan and administer the services which meet the goals contributing to the overall success of the library. Demonstrates ability to lead collaboratively.
- Comprehensive knowledge and understanding of the principles, methods, and practices of public library services.
- Interpersonal and communication skills necessary to work productively with a variety of individuals and establish effective working relationships with the public, local government officials, library personnel, community group leaders, and members of the Board.
- Visual acuity necessary to view, enter, and access information on a computer screen and written materials with or without accommodation.

- Flexible schedule including evenings and weekends.

Working Conditions:

- Climate-controlled building. May work off campus in a variety of environments.
- Ability to travel between work locations and related places of business as needed.
- Fast-paced library setting with distractions.
- Ability to work harmoniously with other library employees and patrons.
- Supports an equitable, safe, diverse, and inclusive workplace.

Reporting Relationship:

Reports to the Executive Director. In absence of that person, reports to the Person in Charge.

The above is intended to describe the primary responsibilities, the secondary responsibilities, and the requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements.

Approvals:

_____	_____	_____
Executive Director	Date approved	Date reviewed
_____	_____	_____
District Library Board	Date approved	Date reviewed