



Job Description

Head of Outreach Services

Department: Outreach Services
Reports To: Library Director
Job Classification: Full-Time, Regular, Exempt, Salary Range \$20.51-\$32.82/hour

Job Summary: The Head of Outreach Services serves as the liaison between community partners and individuals served by the library through the Outreach Department. The Head of Outreach is also responsible for managing the day-to-day departmental activities within established policies, practices, and guidelines of the Library. The Head of Outreach Services coordinates library outreach services to further market the library as well as reach out to non-users, the underserved, and people with special needs within the community while staying current and tailoring services to meet those needs.

Mission: We will serve our community by providing fun and educational experiences through our customer-focused staff and technology. The Head of Outreach Services supports that mission by providing a unique opportunity to improve public image within the service community and offer excellent collaboration with community leaders, groups, and organizations that will enhance overall library service and provide library service to those that are traditionally underserved or unfamiliar with the public library.

Personal & Professional Attributes: All Licking County Library employees are expected to exercise sensitivity when working with others, display common sense and good judgment, actively promote the Library to the public, uphold the highest level of confidentiality, honesty and integrity, and represent the Library in a positive and professional manner at all times.

Core Technology Competencies: All Licking County Library employees must have a demonstrated working knowledge of computer operations, standard office equipment (copiers, faxes, etc.) and must be able to perform simple searches on the Library's online catalog. In addition, all employees must be able to prepare basic documents using a word processing program and have the ability to comprehend and explain to others all Library services including those relating to e-media and e-media devices.

General Requirements: Along with the commitment and desire to provide excellent service to library patrons, all Licking County Library employees must have the ability to maintain predictable and regular attendance, work a flexible schedule including daytime, evening and weekend hours, communicate, comprehend and follow Library policy and procedure and develop and maintain positive working relationships with all internal and external stakeholders. All employees must be able to understand library wide operations, satisfactorily perform all of the responsibilities associated with a specific job title and meet the physical requirements of that same job title. All employees must have the ability to alphabetize and perform basic math operations. In addition, all employees must have the ability to work according to the priorities as established by Library Administration and/or the Library Board of Trustees and to adapt to change as necessary.

Minimum Education, Experience, and Licensing Requirements:

- Master's degree from an American Library Association accredited library school, preferred.
- Three years related work experience or an equivalent combination of appropriate education, experience, and training.
- Insurable by the Library's auto insurance carrier.
- Supervisory experience or training and/or commitment to attend supervisory training at the library's expense within one year after being appointed to position.
- Must successfully pass a background check.

Minimum Knowledge, Skills, Abilities, and Other Characteristics

- Show enthusiasm and commitment to excellent customer service, genuine public service orientation and ability to work with all age groups and diverse populations of customers.
- Stay abreast of emerging technologies and media trends and embrace innovation and experimentation with technology related tools.
- Maintain an awareness of developments in the field of public library service.
- Ability to effectively monitor, train, supervise, evaluate, coach, delegate and discipline employees as necessary.
- Excellent verbal, written, and telephone skills.
- Ability to maintain confidentiality of information handled.
- Ability to establish and maintain effective relationships with patrons, staff, and the general public.
- Ability to speak to large and diverse audiences in a clear and effective manner.
- Ability to coordinate outreach events with applicable community partners and library staff (i.e. booths, parades, fair, etc).
- Keyboarding, filing, basic math, and alphabetizing skills.
- Ability to operate Library computer terminal and other equipment.
- Ability to follow verbal and written instructions.
- Ability to perform several tasks simultaneously and under pressure.
- Ability to work independently and with a team.
- Ability to perform detail-oriented duties accurately.
- Ability to organize, prioritize, and finish work assignments.
- Knowledge of and ability to communicate library policies, procedures, and techniques to the public.
- Ability to recognize and respond to potential dangers to patrons and staff.
- Ability to drive safely and stay alert.
- Ability to ride and work in bookmobile.
- Ability and willingness to work in correctional facilities and with patrons with specials needs.
- Ability to hear, see and respond to alarms and intercom announcements at correctional facilities.
- Ability to use Microsoft Office Suite and other software.
- Ability to perform the physical activities associated with this job.
- Flexibility in scheduling in regards to lunch breaks and length of work day.

Essential Duties:

- Provide exemplary customer service to patrons by answering directional and reference questions, providing reader's advisory services, locating materials, processing hold requests, monitoring behavior of library and bookmobile users, and ensuring that the bookmobile and/or library is neat and orderly.
- Prepare marketing materials as they relate to the department programs and services (i.e. flyers, press releases).
- Supervise Outreach staff including scheduling of staff, performance evaluations, and approval of time sheets.
- Maintain safe and careful operation of Library motor vehicles by ensuring that all outreach staff are completely trained in vehicle operation and safety procedures; including all other staff that are insured to drive a Library vehicle for outreach events.
- Keep in touch with changing needs within the community and tailor services to meet ever-changing needs.
- Interview, hire, and train new employees; plan, assign, and direct work; reward and discipline employees; appraise performance; address complaints; and resolve problems.
- Interact with diverse groups of individuals at community events and promote community awareness of the library and outreach services. The Head of Outreach Services serves as the principal contact for community groups, organizations, and individuals interested in Outreach Services.
- Facilitate community partnerships by actively engaging other organizations to plan, develop, and implement new services, programs or events.
- Collaborate with existing partners to provide service and/or promote the library, including but not limited to: schools, underrepresented communities, home delivery, senior facilities, special populations, and institutional libraries.

- Initiate, plan, develop, and promote innovative library services within the community specifically targeting areas not served by LCL buildings.
- Oversee all automated/manual circulation and clerical duties as they pertain to Outreach services and assist customers both in the Library, on the Bookmobile, and at various community locations.
- Sort and shelve materials as necessary, weed collections, and maintain databases.
- Develop, in conjunction with the Director, goals and objectives for the Outreach Department and supports the Library's Strategic Plan.
- Coordinate development of Outreach collection with appropriate department heads.
- Coordinate with the Director any changes in the daily Bookmobile schedule due to weather, mechanical, staffing, and any other schedule changes that will need to be sent to appropriate media outlets.
- Communicate with facility contacts, customers and all Library staff regarding cancellations or other changes in service.
- Perform and arrange for bookmobile maintenance including fuel, fluids, filters, interior/exterior washing, removal of snow and ice, etc.
- Represent the library at community outreach events such as parades, festivals, etc.
- Seek and write grants for outreach service opportunities.
- All other duties as needed or as assigned.

Additional Duties:

- May attend library continuing education activities.

PHYSICAL DEMANDS WORKSHEET

STRENGTH		MOBILITY		SENSORY/PERCEPTUAL	
Lifting	Yes	Throwing	No	Hearing	
Maximum Weight	40lb	Sitting	Yes	Conversation	Yes
Pushing	Yes	Standing	Yes	Sounds	Yes
Maximum Weight	300lb	Walking	Yes	Vision	
Carrying	Yes	Climbing	Yes	Far	Yes
Gripping	Yes	Stooping	Yes	Near	Yes
Pulling	Yes	Bending	Yes	Color	Yes
		Crouching	Yes	Depth	Yes
Reaching		Kneeling	Yes	Perception	
Above shoulders	Yes	Crawling	Yes	Spatial	Yes
To Floor Level	Yes	Twisting	Yes	Form	Yes
		Balancing	Yes	Feeling	Yes

WORK ENVIRONMENT				ACCESSIBILITY	
Inside Work	Yes	Traveling	Yes	Doors	Yes
Outside Work	Yes	Working Alone	Yes	Aisles	Yes
Hot/Cold	Yes	Working in a Group	Yes	Tables	Yes
Fumes	Yes	Interacting w/Public	Yes	Telephones	Yes
Hazards				Staff Room	Yes
Machines	Yes	Operate		Public Restrooms	Yes
Electrical	Yes	Equipment	Yes	Drinking Fountain	Yes
Sharp Tools	Yes	Telephone	Yes	Parking	Yes
Slippery Floors	Yes	Computer	Yes		
Congestion	Yes				
Heat/Cold	Yes				
Dust/Vapor	Yes				

Understanding & Agreement: The job description reflects the general information considered necessary to describe the essential functions of the job, and shall not be construed as an exhaustive statement of duties, responsibilities, or requirements that may be inherent in the job. It is not intended to limit or modify the right of any supervisor to assign, direct, or control the work of employees under her/his supervision. The use of a particular expression describing duties shall not be held to exclude other duties not mentioned that are similar kind or level of difficulty.

Created: January 27, 2014

Board Approved: March 19, 2014

REVISED: November 18, 2014 BW

I understand and will effectively perform the duties & requirements specified in this job description.

Employee Signature

Date