

Outreach Coordinator

Position Description: To initiate, plan, and implement outreach services and programs in conjunction with community partners, focused on specified and underserved communities; to oversee the library's volunteer program; to oversee and conduct adult digital literacy (technology) outreach and education.

Position Specific Responsibilities and Expectations:

Community Outreach

- Gathers and tracks community needs, tastes, trends, and resources to share with Director and Assistant Director
- Identifies underserved individuals and groups in community and suggests strategies for reaching them
- Coordinates Library's presence at community events and organizations
- Maintains regular communications with other agencies, institutions, organizations, and community groups for partnering opportunities
- Designs and implements innovative outreach programs and services for adults, and for youth and families in collaboration with Youth Services staff
- Evaluates and reports on success of outreach contacts, programs, and services
- Serves as primary adult program backup and support for Adult Programs Associate

Spanish Outreach & English Language Learning

- Oversees the English Language Learning (ELL) program, including recruitment, training, and management of ELL students, volunteers, tutors, and instructors
- Oversees translation of library information and marketing into Spanish
- Coordinates outreach services to the Spanish-speaking community

Technology & Digital Literacy

- Oversees and conducts adult digital literacy workshops and classes
- Oversees Tech Tuesday program
- Organizes training on online resources for patrons

Public Relations

- Promotes library services, resources, outreach, and digital literacy programs through news articles, feature stories, and other forms of publicity and public relations in coordination with Adult Programs Associate and Assistant Director

- Develops and maintains positive working relationships with press and other organizations

Volunteer Coordinator

- Recruits volunteers as needed
- Receives volunteer applications and distributes to appropriate staff
- Orients and trains new volunteers in general library culture and knowledge
- Oversees the development and update of volunteer procedural and training manual
- Oversees the development and update of volunteer database
- Works closely with other volunteer supervisors to offer guidance, support, back-up, and develop volunteer procedures and practices for specific jobs as needed
- Coordinates volunteer appreciation and recognition events and activities as appropriate with the help of other volunteer supervisors, the Assistant Director, and in consultation with the Director
- Communicates with staff about volunteer updates and activities to help cultivate positive working relationships among staff members and volunteers
- Tracks volunteer activity, reporting as appropriate to Assistant Director, to the County for L&I purposes, and for public library statistical reporting
- Monitors and evaluates the efficiency and effectiveness of volunteer services

Collection Development and Maintenance

- Evaluates, purchases and maintains materials for collections as assigned
- Oversees and manages the Event Equipment and Aids for Better Living collections, including maintenance and training of staff
- Recommends titles for purchase to appropriate selectors
- Recommends titles for outreach populations and digital literacy to appropriate selector

General Responsibilities:

Circulation and Reference

- Maintains thorough knowledge of circulation system
- Maintains thorough knowledge of online and print resources
- Staffs reference desk as assigned
- Assists at circulation desk as needed
- Assists in directing volunteers in library procedures
- Performs circulation duties including registering patrons for new cards, renewing materials, and negotiating fees
- Provides reference and reader's advisory service to adult and juvenile users in person and over the telephone, using materials in a variety of formats

- Reserves library materials for patrons using in-library and interlibrary loan procedures
- Trains patrons in use of automated catalog system and other library equipment available for public use

Customer Service

- Provides accurate and consistent access to information, materials, services, and programs to patrons and co-workers in a timely manner and with a good attitude
- Makes accurate referrals to co-workers, supervisor, or other community agencies as appropriate
- Interprets policies and procedures to public in a customer-responsive manner

Library Operations

- Observes safety hazards and emergency procedures
- Observes library policies
- Identifies problems and reports appropriately to Director
- Operates all office equipment and performs necessary office procedures utilizing printer/copier, telephones, and others as appropriate
- Operates all library equipment and performs necessary library procedures utilizing computers, DVD player, VCR, projector, and others as appropriate
- Follows all opening and closing procedures
- Performs variety of duties supporting the overall operation of the library as assigned

Professionalism

- Maintains working knowledge of materials collections, services, and programs.
- Attends workshops, trainings, and conferences as appropriate
- Participates in staff development activities
- Continually strives to increase job-related skills and knowledge
- Shares professional information with co-workers
- Adheres to library standards for conduct and work performance as well as the ALA Code of Ethics and the Library Bill of Rights

Teamwork

- Works cooperatively with co-workers, volunteers, and supervisor
- Displays flexibility in working with others
- Effectively communicates with co-workers
- Takes initiative
- Makes suggestions for solutions to problems
- Participates constructively in meetings
- Recognizes co-workers and volunteers for work well done

Minimum Requirements:

- Bachelor's degree
- Successful experience in library public service and with Integrated Library Systems, or any equivalent combination of experience and training that provides the required knowledge, skills, and abilities
- Two years public relations/community outreach experience
- Two years supervisory experience
- Strong technology and troubleshooting skills
- Strong verbal and written communication skills
- Ability to work with the public in a pleasant manner and effectively resolve service issues using independent judgment

Preferred Requirements:

- MLIS- Master's in Library and Information Sciences
- Fluency in Spanish
- Experience with senior populations
- Experience with computer applications in libraries
- Experience with English as a Second Language
- Experience teaching digital literacy classes
- Volunteer management experience