

NORTHWEST REGIONAL LIBRARY SYSTEM
POSITION DESCRIPTION: COMMUNICATIONS AND OUTREACH COORDINATOR

REPORTS TO: Executive Director

STATUS: Non-exempt Part-time At-Will

SUPERVISORY RESPONSIBILITY: None

DESCRIPTION:

This position develops and implements strategic marketing and outreach initiatives to enhance the visibility and engagement of the library consortium's services, programs, kits and equipment. This role involves collaborating with the Director, Continuing Education Coordinator, member libraries, state and national library organizations, and other community partners and stakeholders to promote NORWELD. This role also researches, identifies, and recommends various software, technologies, and devices to enhance operations for NORWELD and its member libraries.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Design and execute comprehensive marketing plans to promote the consortium's services and programs across various channels, including digital, print, and social media
- Ensure consistent branding and messaging across all communication platforms and social media
- Monitor and analyze the effectiveness of marketing efforts, providing regular reports and recommendations for improvement
- Moderates member posts and resources on the NORWELD online community membership platform
- Researches, identifies, and recommends software, technologies, and devices to support cutting-edge library services for member library operations
- Develops and manages NORWELD's Kits and Equipment lending program; including the operation and maintenance of the outreach kits (such as 3D printers; AR/VR equipment; coding equipment; crafting equipment; and other STEM and Early Literacy programming items)
- Develops and maintains lesson plans and programming guides/instructions for outreach kits
- Provides guidance and support for NORWELD members using outreach kits
- Collection development of NORWELD's Kits and Equipment
- Keeps the NORWELD website up to date by editing and creating content and provides basic site building
- Coordinates the scheduling, shipping, and troubleshooting of kits and equipment

ADDITIONAL RESPONSIBILITIES:

- Understands and supports the NORWELD mission, policies and procedures
- Handle member inquiries and requests by phone, mail, e-mail, fax, and in person
- Actively participates in and attends regional, state, and national meetings as relevant to the position
- Develops effective collaborative partnership efforts to support NORWELD events
- Assists in the regular software updates to NORWELD computers, tablets, kits and equipment, and ensures items remain appropriately charged and prepared for use
- Assists in the coordination, development, and recording of evaluation of grant-funded activities
- As a part of the NORWELD staff, assists with special projects and events as needed
- Assists the Fiscal Officer as needed
- Performs other related duties as assigned by the Executive Director

WORKING CONDITIONS:

- Be available to work a flexible schedule that could involve nights and/or weekends, out-of-town conference attendance, etc., where appropriate

REQUIRED EDUCATION AND EXPERIENCE:

- Associate's degree in Marketing, Communications, Library Science, or a related field — **or** an equivalent combination of education and relevant experience.
- 2–5 years of experience in marketing, community engagement, or a similar field preferred.
- Familiarity with libraries or nonprofit organizations is a plus.
- Candidates with nontraditional career paths or transferable skills are strongly encouraged to apply.

KNOWLEDGE, SKILLS AND ABILITIES:

- Knowledge of marketing and promotion practices to regularly communicate with members in writing, on-line and via social media tools
- Adequate knowledge of library practices to carry out essential functions of the position
- Thorough knowledge of software and applications such as Microsoft Office Suite, Google Drive, social media platforms, Adobe Acrobat and Canva
- Demonstrated aptitude and willingness to quickly learn new equipment, technologies, devices, and other items as needed. Please refer to <https://norweld.org/members/kits> for examples of the types of items NORWELD offers.
- Must have good organizational and time management skills and be able to meet deadlines
- Accuracy and attention to detail essential
- Excellent communication skills, both oral and written
- Demonstrated ethics and judgment when dealing with confidential information
- Ability to work collaboratively as a member of a team
- Ability to provide excellent customer service
- All NORWELD employees are expected to have and maintain good interpersonal and communication skills; maintain a tolerance and sensitivity to the needs of members and staff; maintain a positive and pleasant attitude and be cooperative with members, staff and co-workers.

DESIREABLE KNOWLEDGE, SKILLS AND ABILITIES:

- Familiarity with library operations
- Experience with content moderation

KEY COMPETENCIES:

- Understand members' needs and deliver services focused on the customer*
- Possess a willingness to learn, ask questions and follow instructions and organizational procedures
- Capacity to work independently and see tasks to completion with minimal direction
- Follow a sequential workflow with attention to accuracy, detail and neatness
- Respond to member's needs with courtesy and with a respectful and friendly manner
- Communicate effectively with co-workers and member libraries' personnel
- Maintain a pleasant and productive working atmosphere
- Present a positive, professional image to coworkers and member libraries

***May be acquired after hire**

EQUIPMENT AND EFFORT REQUIRED:

- Must have a driver's license, appropriate automobile insurance and/or reliable means of transportation to travel to work or member libraries in Northwest Ohio, deliver equipment such as 3D printers; and attend meetings, workshops and conferences regionally, state-wide and nationally as relevant
- Ability to operate a computer and standard business office equipment
- Ability to lift and carry and push a cart of materials occasionally weighing up to 50 pounds.
- Manual dexterity to file items in file cabinet from floor level up to 90 inches in height.
- Software applications such as Canva, Adobe Acrobat, Google Drive, and Microsoft Office

This position description shall be reviewed annually by the Executive Director and the employee

The above statements are intended to describe the general nature and level of work being performed by people assigned to do this job. The above is not intended to be an exhaustive list of all responsibilities and duties required.

****External and internal applicants with disabilities, as well as position incumbents who become disabled as defined under the Americans With Disabilities Act, must be able to perform the essential job functions (as listed) either unaided or with the assistance of reasonable accommodation to be determined on a case by case basis.**

Signatures:

Employee signature: _____

Date: _____

Board reviewed: xxx