



Guernsey County District Public Library

Outreach and Marketing Coordinator Full Time

Job Description

Department: Crossroads
Reports to: Director

Pay Grade: \$37,500-45,000
Effective Date: 2/1/2024

The Outreach & Marketing Coordinator for the Guernsey County District Public Library will be an individual who is passionate about reaching individuals throughout Guernsey County to promote library services, programs, and events. This is a recent and evolving position within the library that has already been modified and altered as the organization has adapted to community needs. It is an opportunity for an innovative, enthusiastic, and visionary individual to make their mark on library services in Guernsey County moving forward. The person who fills this position should be highly public-service oriented, enthusiastic about connecting people with the library, and be very comfortable with problem solving and taking initiative. This position would work closely with the Director and Assistant Director to plot a course for outreach services and public relations moving forward.

Job Duties

- Formulates goals, outcomes, plans and procedures for implementing outreach services in accordance with organizational priorities
- Establishes and executes a public relations plan for the library system that effectively leverages traditional media, social media, and digital platforms to better inform the public of the library's services
- Plans, creates, and deploys library promotion material and products disseminated via social media, web site, physical format, and local media
- Promotes public awareness of the library by creating connections with community groups and organizations
- Coordinates outreach at community events and organizing staff to work at events; maintains good public relations with the community, including extensive networking
- Coordinates deployment of bookmobile
- Delivers library services directly to the public via the bookmobile in backup role and at special events
- Incorporates all aspects of library service, internal and external, across all library departments, into outreach services
- Researches community needs and developing new services and initiatives to meet those needs

- Participates in coordination of system-wide library services to specific target populations including students, residential home residents, and underserved communities
- Provides customer service to patrons and potential patrons throughout Guernsey County
- Oversees the performance of Library Assistants providing bookmobile service and/or in branch locations as needed
- Assists in system-wide decision making through consistent information sharing
- Other duties as assigned

Job Qualifications

- Excellent customer service skills
- Ability to reach the public via social media, website content, and created printed material
- Experience with relevant applications such as Canva, Photoshop, and similar products
- Ability to develop programs and services to meet community needs
- Valid Ohio Driver's License with current insurance and clean driving record
- Comfort in driving Sprinter van
- Experience in public libraries or other relevant work experience
- Bachelor's Degree
- Flexibility and adaptability
- High level of comfort taking initiative and completing projects independently at high standards
- Multitasking proficiency
- Ability to plan, schedule, and oversee department operations
- Ability to effectively present information and respond to questions from staff, patrons, and members of the community individually and in a group setting
- Ability to deal effectively with confrontational individuals and/or challenging situations
- Excellent written and oral communication skills
- Ability to lift items and boxes up to 40 pounds, and push loaded book carts of up to 200 pounds

Preferred Qualifications

- Master's Degree in Library and Information Science from an ALA accredited program or Bachelor's and strong and demonstrable marketing background
- Supervisory Experience
- Experience in a public library or similar setting

Core Behavioral Attributes

We expect that all employees work together to promote and support the library in providing free and equal access to ideas, information, resources, programs and services. To foster and encourage a love of knowledge, reading and education. And to endeavor to meet the needs of all customers both internal and external.

Physical Demands and Working Conditions

Employee will regularly perform general physical labor including lifting books, transporting programming and promotional materials, and helping to move furniture for departmental needs. The employee frequently stands for the duration of programs. Employee frequently bends to floor level and reaches above head to retrieve and shelve items. Employee occasionally lifts up to 30 lbs. Employee frequently pushes a wheeled cart that can exceed 50 lbs. While performing duties of this job, the employee regularly exhibits digital dexterity when working on the computer, and converses verbally with others in person and by telephone.

The following physical demands are typically exhibited by position incumbents performing this job. These physical demands are not, and should not be construed to be job qualification standards, but are illustrated to help the employer, employee and/or applicants identify tasks where reasonable accommodations may need to be made when an otherwise qualified candidate is unable to perform the job's essential duties because of an ADA disability.

Reasonable accommodations will be made for disabled persons, covered by the Americans with Disabilities Act, in accordance with its requirements.

This job description in no manner states or implies that these are the only duties and responsibilities to be performed by the employee filling this position, who will be required to follow instructions and perform duties by the employee's supervisor or designee. Job descriptions may be reviewed and changed at any time, with or without notice, in accordance with the needs of the Guernsey County District Public Library.