

# Outreach Services and Marketing Coordinator

FLSA Status: *Exempt*

## General Definition of Work

Position is responsible for performing and leading Outreach and Marketing services for the library, including developing, planning, promoting, coordinating and directing programs and events for diverse populations outside the walls of the library. Responsibilities include presenting programs for all ages in a variety of non-library locations. Work is performed under the limited supervision of the Assistant Director and other members of library administration as appropriate. Full supervision is exercised over assigned library staff and volunteers. Active participation in the implementation of the library's Long-Range Plan is expected of all employees of Blackwater Regional Library as it relates to their job descriptions and are expected to set and accomplish goals for job performance annually as part of the Long-Range Plan.

## Qualification Requirements

*To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required.*

## Essential Functions

Leads daily operations for Outreach Services department; stocking and operating Outreach Services vehicle; supervises and trains employees and handling staffing emergencies; oversees outreach expenditures; implements Blackwater Regional Library Outreach plan and plays a key role in execution of Long-Range Plan; requires frequent travel in the library system service area to provide outreach services when needed, including significant evening and weekend hours.

Leads Outreach efforts and helps staff, organize, and arrange outreach programs and events in the community in accordance with Outreach plan.

Responsibilities include presenting programs for all ages in a variety of non-library locations and promote interest in library as community resource by visiting and speaking to school, civic and social organizations where appropriate. Serves as principal contact for community groups, organizations and individuals interested in Outreach services.

Adopts a community mindset, develops new partnerships, and collaborates with existing partnerships to provide services and/or promote the library throughout the service area. Including, but not limited to, schools, local agencies, under-represented communities, senior facilities, neighborhoods, special populations and the business community. Identify community needs, and opportunities for library participation in local community events, to provide appropriate programs and services; with an emphasis on underserved and at-risk communities.

Creates slides, flyers, rack cards, signage, social media images, and other graphics using Canva, and other design software; creates final copy on Outreach-centric marketing efforts aimed at neighborhoods, residential areas, businesses, and other opportunities throughout the community such as Welcome Packets, flyers, and more.

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*Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

## **Outreach Services and Marketing Coordinator**

In consultation of library administration, assist with social media posts especially in regards to Outreach and system-wide services.

In collaboration with library director, develops grant and award applications to secure funding for community partnership initiatives, outreach service opportunities

Creates Outreach Services “calendar of events”; consults with all other branch management and administration to ensure adequate coverage to all localities served

Interviews and recommends hiring, promotions, disciplinary actions and dismissals; assigns staff responsibilities, trains and schedules staff; maintains staff records; evaluates the performance of assigned personnel

Assists patrons at circulation desk, via email and telephone; checks books and other materials in and out; issues library cards; provides reader’s advisory, informational services, including information on special library initiatives.

Prepares reports regarding library statistics, money, Long Range Plan, and budget requests

Handles collection development and collection maintenance including acquisitions and material deletion; maintains shelving order as prescribed by Administration

Prepares correspondence and calendars; receives and responds to inquiries and complaints from patrons; handles difficult situations

Cleans and maintains the appearance and functionality of the Outreach Services vehicle; reports malfunctions and schedules repairs; fuels vehicle when needed; contacts proper individuals for emergency maintenance

Attends Branch Manager Meetings, workshops, and other meetings pertaining to library operations and services

Performs duties associated with program coordination at the system-wide library level as necessary

Participates in system-wide library promotions and programs

Participates in professional library associations

### **Knowledge, Skills and Abilities**

Thorough knowledge of the principles, practices and techniques of modern library operation; thorough knowledge of reader interest levels; knowledge of effective service models and provision of programming in Outreach situations; knowledge of library system computer applications; ability to maintain accurate records and statistics and complete accurate reports; ability to exercise initiative and independent judgment; ability to communicate ideas effectively both orally and in writing; skill in the use of vehicle and library equipment, materials and resources; ability to operate large vehicles safely; ability to work independently or as part of a team; ability to interact with a diverse population; ability to establish and maintain effectively working relationships with associates and the general public.

Knowledge of community demographics and needs. This includes developing working relationships with community partners and working collaboratively to affect positive impact

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through library programs and services. Specialized knowledge of programs and services for adults and youth.

### **Education and Experience**

Bachelor's degree with coursework in liberal arts, or related field and moderate experience in working with the public, or equivalent combination of education and experience.

### **Physical Requirements**

This work requires the regular exertion of up to 25 pounds of force, occasional exertion of up to 100 pounds of force; work regularly requires sitting, speaking or hearing and using hands to finger, handle or feel, frequently requires reaching with hands and arms, pushing or pulling, lifting and repetitive motions and occasionally requires standing, walking, climbing or balancing and stooping, kneeling, crouching or crawling; work requires close vision, distance vision, ability to adjust focus, depth perception, color perception and peripheral vision; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, operating machines, operating motor vehicles or equipment and observing general surroundings and activities; work regularly requires exposure to outdoor weather conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).

### **Special Requirements**

Possession of an appropriate driver's license valid in the Commonwealth of Virginia  
Proof of a satisfactory driving record