

Senior Library Assistant – Outreach Services and Marketing

FLSA Status: *Non-Exempt*

General Definition of Work

Performs intermediate skilled administrative support work providing assistance to library patrons via the library's Outreach Services, and related work as apparent or assigned. Work is performed under the immediate supervision of the Outreach Services and Marketing Coordinator. Limited oversight is exercised over assigned library staff and volunteers in the absence of the branch management. 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. Employees 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

Assists in daily operations of the Outreach Services department; stocking and operating Outreach Services vehicle; assists with the implementation of Blackwater Regional Library's Outreach plan and plays a 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.

Assists with Outreach efforts to organize, and arrange outreach programs and events in the community in accordance with Outreach plan.

Adopts a community mindset, helps develop 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. Assist in identifying 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; helps to create Outreach-centric marketing efforts aimed at neighborhoods, residential areas, businesses, and other opportunities throughout the community such as Welcome Packets, flyers, and more.

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, and Long Range Plan.

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

Senior Library Assistant – Outreach Services and Marketing

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

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

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

Operates Outreach Services during normal hours in the absence of the manager.

Knowledge, Skills and Abilities

General knowledge of the procedures, practices, methods, techniques and equipment of a public library; general knowledge of the geography of the area served and location of important buildings; some knowledge of office terminology, procedures and equipment; ability to understand and follow oral and written instructions; ability to operate large automotive vehicles safely; ability to use mobile communication technology; skill in the use of library equipment; ability to work independently or as part of a team; ability to interact with a diverse population; ability to establish and maintain effective working relationships with associates and the general public.

Education and Experience

Associates Degree with coursework in liberal arts, or related field, and moderate experience in a library including public contact, 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 speaking or hearing and using hands to finger, handle or feel, frequently requires sitting, 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 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 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.

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