

POSITION DESCRIPTION

CLASSIFICATION TITLE:

Head of Marketing and Emerging Technology

EMPLOYMENT STATUS:

Full-Time

REPORTS TO:

Library Director

FLSA STATUS:

Exempt

PAY GRADE:

DISTINGUISHING JOB CHARACTERISTICS

Develops and implements emerging technology programs and services to all populations served by the Huron Public Library. Responsible for library-wide press releases, website maintenance, social media, digital displays, print media, and other PR duties.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to satisfactorily perform each essential duty listed below. Reasonable accommodations will be made for disabled persons, covered by the Americans with Disabilities Act, in accordance with its requirements.

Develops and implements emerging technology programs and services including makerspace equipment.

Evaluates and revises the Library Marketing plan including the style guide and social media guidelines.

Provides staff training for library software applications (including online resources) and upgrades as well as new equipment.

Builds staff awareness of new and emerging technologies.

Advises and assists in efforts to use emerging technologies to build relationships with users and increase awareness of Library resources and services in the community.

Assesses the impact of technology-based services on Library users. Collects and reports usage statistics and other user input and data.

Plans, develops, and evaluates library website, LibCal, and content management software.

Provides adult programming that meets the goals and objectives of the Library's strategic plan.

Works with the management team and the Director to manage library-wide staffing levels, resolve inter-departmental personnel issues, develop and implement long and short-range (strategic planning) planning for library programming and services, and to participate in the formulation and implementation of library policies, procedures, and practices.

Serves the general public seeking materials and services mainly at the Adult Desk but elsewhere in the Library as needed, by answering patron reference questions through print and electronic resources and delivering other customer services. Helps patrons in the use of library equipment and services including Internet, e-media, scanner, online catalog, microfilm reader, copier, and emerging library technologies. Conducts subject searches and instructs patrons on use and locations of materials.

Assists patrons by locating materials, researching and answering reference questions through the use of print and electronic resources. Obtains age-appropriate materials for assignment and projects and directs patrons to appropriate areas of library.

Provides readers advisory and online catalog instructional services to patrons.

Responsible for library-wide press releases, social media, digital displays, e-newsletters, information releases to local schools, posters, and other PR duties.

Able to create graphic designs using Canva for online and print promotional material.

Able to use (or willing to learn) Canva, Microsoft Suite, Rise Vision, and Roku TV and able to teach Android and IOS systems and e-readers. Able to use (or willing to learn) Adobe Suite such as InDesign for graphic design needs.

Responsible for organizing and creating the quarterly Library newsletter.

Represents library by participating in local community and professional library activities including Ohio Library Council, Northeast Regional Library System, and State Library of Ohio.

Keeps accurate records by completing and maintaining required documentation including CLEVNET, social media, and program statistics.

Increases and maintains knowledge by reading professional publications, journals and other documents and participating in continuing education opportunities and professional development.

Works assigned schedule, exhibits regular and predictable attendance and works outside of normal schedule as needed to meet workload demands.

OTHER DUTIES AND RESPONSIBILITIES

Assists librarians in performance of job duties and responsibilities and performs duties of staff due to absences or as workload demands.

Operates as a passport agent.

Schedules meeting rooms for outside groups.

Complete cybersecurity training as assigned.

Performs other duties as required or assigned.

SCOPE OF SUPERVISION

Building Supervisor duties such as but not limited to opening and closing manager on duty responsibilities and managing assistants.

Uses techniques of supervision as outlined in library procedures 2.1.

EQUIPMENT OPERATED

Computer; laminator; scanner; digital camera; smart screen television; paper cutter; OPAC; Ellison machine; telephone, fax machine, copier, makerspace equipment, and other general office equipment.

CONTACT WITH OTHERS

General public; patrons; vendors; speakers; volunteers; school employees; community groups.

WORKING CONDITIONS

Normal library working conditions. Employee is occasionally exposed to minor cuts as typical in a library. The employee occasionally works in high, precarious places when using stools or stepladders. The employee is occasionally exposed to risk of electrical shock when using extension cords for presentations. Employee is regularly exposed to inclement weather and road conditions when traveling to program sites.

USUAL PHYSICAL DEMANDS

The following physical demands are typically exhibited by position incumbents performing this job's essential duties and responsibilities. These physical demands are not, and should not be construed to be job qualification standards but are illustrated to help the Library, employee and/or applicant identify where reasonable accommodations may need to be considered.

While performing duties of this job, the employee regularly sits and stands for extended periods of time and occasionally walks. The employee regularly exhibits digital dexterity and eye-hand coordination when operating a computer, creating flannel-board presentations and performing other tasks. Vision demands include close, relatively detailed vision when using a computer screen. The employee frequently converses verbally with others in person and by telephone. The employee frequently uses and reaches with hands and arms. Employee occasionally climbs, balances, stoops, kneels or crouches to obtain library books and other materials. Employee occasionally lifts varying weights up to 50 pounds when moving tables, chairs, boxes, equipment or supplies.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of library science and administration; standard library practices, theories and principles; Dewey Decimal System; standard supervisory principles and practices; public relations; collection development practices and principles; developmental stages of children; children's literature, materials, services and programming; computer software, programs and applications.

Ability to apply supervisory principles to practical work situations; relate well with children of varying economic and social backgrounds; exhibit a broad reading background; maintain and promote good public relations as library representative; exhibit creativity to prepare informative and entertaining children's programs; coordinate multiple activities and tasks; establish and maintain effective working relationships with associates, supervisors, patrons, parents, teachers, general public and job contacts; exhibit flexibility in work schedule and job tasks; maintain confidentiality of non-public and sensitive subject matter.

Skill in verbal and written communication; preparing operational reports; operating general office equipment; organizing, coordinating and presenting children's programs; planning, scheduling and organizing work; maintaining good public relations; general typing; application of job software programs; meeting needs of patrons and general public; filing documents in alphabetical, numerical, chronological and subject order.

QUALIFICATIONS

An appropriate combination of education, training, course work and experience may qualify an applicant to demonstrate required knowledge, skills, and abilities. Minimum qualifications for this position are Bachelor's degree in Marketing, Visual Communication or Education or related field with 1 to 3 years progressively responsible experience in marketing and technology.

LICENSURE OR CERTIFICATION REQUIREMENTS

State Motor Vehicle Operator's License or demonstrable ability to gain access to worksite.
Willing to work towards OLC Certification as Public Librarian or Public Library Staff
Willing to become certified in CPR and first aid with library provided training
Passport agent certification.

This job description does not state or imply that these are the only duties & responsibilities to be performed by the employee, who will be required to follow instructions and perform any duties required by the employee's supervisor or designee.

MANAGEMENT APPROVAL

Library Director

____/____
Date

EMPLOYEE UNDERSTANDING AND AGREEMENT

I understand and will effectively perform the duties & requirements specified in this job description.

Employee

____/____
Date