

LIBRARY COMMUNITY LIAISON

MAJOR FUNCTION

This is responsible administrative, professional work in the development and coordination of the community relations/outreach program of the Library that includes marketing, public relations, partnerships, a volunteer program, grant programs, and special projects.

ESSENTIAL FUNCTIONS

- Develops, directs, and evaluates the Library Community Relations/Outreach Program. Prepares and coordinates material for publicity, with particular emphasis on press releases. Serves as a liaison between the Library and the media, Marion County Public Information Officer, community partners, civic and other organizations.
- Writes and prepares grant applications for submittal to funding agencies. Responsible for monitoring fiscal and technical compliance. Prepares required reports and statistical data, maintains records and researches applicability of funding sources to current projects. Prepares budget resolutions, agenda memoranda, status reports, and billing documents.
- Cultivates partners for joint community projects. Assists library-related organizations in the coordination of special events, activities, and programs. Attends Friends of the Library meetings.
- Writes, edits, proofs, photographs, directs, and produces library publications, brochures, promotional material, information packets, and flyers/posters to publicize library programs. Monitors Library web page and coordinates changes and the addition of new material.
- Communicates with citizens, individually or in groups, regarding the operation of the Library. Creates multimedia presentations to educate regarding library services. Develops and presents informational programs for various groups. Develops displays for information fairs.
- Supervises and coordinates volunteer policy and programs. Manages volunteer recruitment, training, and volunteer recognition programs.
- Researches, writes, and prepares material on behalf of Library Administration, including but not limited to a Library annual report.
- Participates in development of policies and procedures. Prepares budget for division activities and participates in short and long-range planning.
- Seeks out new and innovative programs for consideration and implementation.
- Maintains and promotes the characteristics of excellent customer service in assigned area.
- Carries out policies, procedures, and established practices of the County's library system.

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SECONDARY FUNCTIONS

- Reads library shelves to maintain proper order; assists at the reference desk as needed.
- Maintains news articles for reference.
- Educates department on media and community relations.
- Performs other duties as assigned.

CUSTOMER SERVICE

This is a front-line position for providing excellent customer service to members of the general public and other County employees. Personal contact occurs with other employees of the unit, employees of other departments in the County, citizens, local and state elected officials, media, vendors, regional and state library colleagues and customers of the department. Service is provided in person, electronically by mail, or by telephone contact.

SUPERVISION

Responsible for directly and regularly supervising work of a relatively small number of employees. Includes assigning, directing, evaluating, and reviewing the work of subordinate employees. Responsibilities include providing on-the-job training; evaluating job performance, recommending selection of new staff members, promotion, status changes, and discipline; and planning, scheduling, and coordinating work operations.

EDUCATION, EXPERIENCE, LICENSES, AND CERTIFICATIONS

Education and Experience.

BA/BS from an accredited four-year college or university with seven years progressively knowledgeable and responsible public relations experience, which shall include broad exposure to and practical experience in marketing, customer service, library operations, volunteer management, and grant writing.

Licenses.

Valid Florida Driver License.

JOB SKILLS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements are representative of the required knowledge, skills, and abilities.

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Language Skills.

- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.
- Ability to write reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Mathematical skills.

- Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry.
- Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical solutions.

Problem Solving Abilities

- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.
- Develops plans, policies, specifications, and programs.
- Functions independently as an expert in matters of specialized code, rules, policy, analyses, advanced budgetary, accounting systems, or complex scientific technical systems.

Specialized Skills and Abilities

- Ability to maintain composure under stress, to handle multiple, concurrent tasks, to produce attractive, accurate, quality promotional materials.
- Ability to communicate accurately, clearly, and professionally with patrons, the public and others in writing, in person, and by telephone, on both a one-on-one basis and in large groups.
- Ability to creatively describe or explain verbally or in writing information, concepts, ideas or instructions to others, i.e., group presentations, newspaper articles, televised interviews, etc.
- Ability to deal with others in a courteous, professional, and tactful manner. Ability to establish and maintain effective working relationships with others.

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- Ability to function independently of constant, direct supervision, to set priorities and meet multiple deadlines.
- Ability to use independent judgment to resolve concerns and to adapt to interruptions, changes, and shifting needs without losing efficiency, effectiveness, or composure.
- Ability to pay close attention to detail, to gather data and develop recommendations, changes, or solutions.
- Creative and artistic ability to develop and produce reports, flyers, hand-outs, media packets, etc.
- Ability to work a flexible schedule, including nights and weekends.
- Knowledge of and ability to use current standard personal computer software, e.g., word processing, spreadsheets, databases, telecommunications, integrated packages, desktop publishing.
- Ability to remain calm in stressful situations.
- Ability to take a teamwork approach to the job by cooperating with others, offering to help others when needed, and considering larger organization or team goals rather than individual concerns. Includes the ability to build a constructive team spirit where team members are committed to the goals and objectives of the team.

Machines and Equipment

This employee will be required to operate a computer, camera, scanner, calculator, telephone, fax machine, copy machine, and other general library, presentation, and office equipment in the completion of the tasks of the position.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to sit, use hands to finger, handle, or feel, and talk or hear. The employee is frequently required to stand, walk, reach with hands and arms, and occasionally required to stoop, kneel, crouch, or crawl, and taste or smell. The noise level for this job is moderate. Special vision requirements are close, distance, color, and peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. While performing the duties of this job, the employee will frequently be exposed to fumes or airborne particles. Work is customer service oriented and, as such, involves considerable interaction and communication with the general public, with potential for exposure to communicable disease or inappropriate behavior.

Established 10/00

Category: 1

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Pay Grade: 18

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Status: E

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