

Position Description
Outreach & Marketing Coordinator, Full-time

The Outreach & Publicity Coordinator for the Guernsey County District Public Library will be an individual who is passionate about reaching individuals throughout Guernsey County who have not traditionally been able to access our physical locations, whether due to transportation, medical, or other limitations. This is a fairly new 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 should 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

- Formulating goals, outcomes, plans and procedures for implementing outreach services in accordance with organizational priorities
- Establishing and executing 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
- Promotes public awareness of the library by creating connections with community groups and organizations
- Coordinating outreach at community events and organizing staff to work at events; maintaining good public relations with the community, including extensive networking
- Participating in maintaining the Bookmobile collection, including selection and deselection over time
- Directly delivering library services to the public via the Bookmobile
- Incorporating all aspects of library service, internal and external, across all library departments, into outreach services
- Researching community needs and developing new services and initiatives to meet those needs
- Creating, planning, and evaluating multiple delivery routes throughout Guernsey County
- Coordinates system-wide library services to specific target populations including students, residential home residents, and underserved communities
- Providing customer service to patrons and potential patrons throughout Guernsey County
- Ensuring Bookmobile is operating properly and initiates maintenance and repair of the vehicle appropriately, including scheduled repairs and tune-ups and routine fluid changes
- Ensuring safe and careful operation of the Bookmobile for staff and patrons. Ensures staff working on Bookmobile are trained in vehicle operational and safety procedures.
- Overseeing the performance of Library Assistants providing Bookmobile service and/or Library Assistants 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
- 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 a Master's Degree in a similar field
- Supervisory Experience
- Three to five years increasingly responsible experience in a public library setting