

Avalon Free Public Library Position Description

Position: Digital Outreach Associate	Department: Library
Reports to: Assistant Director	Revised: September 18, 2017
Supervises: Seasonal Computer Aides Secondary supervisor to Senior and Library Assistants	Status: Nonexempt

Position Summary

Working with the Assistant Director, the Library's Program Coordinator and the Avalon History Center's Director, coordinate the Library's technology and digital outreach services. This includes patron and staff technology training and instruction, coordination of library technology classes, and maintenance of the library blog and website.

Contacts

Regularly interacts with the entire administrative staff and has external contact with patrons and the general public. This position has access to patron information and Library resources.

Essential Functions

- Coordinates the Library technology class schedule, develops courses, and regularly instructs workshops on various technology topics for patrons and staff.
- Coordinates the Library's Technology Assistance services to ensure responsive technology training for patrons and staff.
- Assists Library patrons and staff in making effective use of Library technology (walk-ins and scheduled).
- Trains and supervises seasonal Computer Aides.
- Manages and maintains Library blog, including but not limited to regular blog posts and new release pages on blog under the supervision of collection development team.
- Handles day to day maintenance of the Library and History Center's websites under the supervision of the Assistant Director and History Center's Director.
- Uses Camtasia or other screen-cast software, and photographic, audio and/or video editors to create content and tutorials that support Library and History Center resources and activities.
- Provides technology assistance to the Assistant Director, in areas of software, hardware maintenance of the Library and History Center's network and website.
- Provides technical administrative support for online education programs.
- Keeps up-to-date on library technology and media trends and evaluates new platforms for the Library and History Center's use.
- Coordinates internal distribution of supplied print and digital media.
- Maintains the Library and History Center's social media presence on multiple social media platforms through the distribution of supplied media.

- Provides direct circulation desk activities to include check in/out materials, collect fines and other monies, answer incoming phone calls, provide reference information, process and shelve materials, empty book drop, and reader advisory.
- Provides the Library Director and Assistant Director with usage statistics for databases, websites and content management platforms.
- Assists with the training of new hires in circulation desk activities, procedures, and technology.
- Assists with Library programming, including technology setup.
- Contributes to the Library's focus on community engagement through attendance at Library and community events throughout the year.
- Provides backup coverage at the History Center.
- Supervises Library activities and employees some evenings and weekends as part of supervisory rotation.
- May be asked to work additional nights or weekends depending on needs.

Collateral Functions

1. Provides superior customer service support through:
 - a. Attentiveness to our patrons
 - b. Clear communication skills utilizing positive language
 - c. Serve as a calming presence
 - d. Provide knowledgeable help or introduce patron to staff member who can
 - e. Ensure patron is satisfied to the extent possible.
2. Attends relevant workshops as necessary to maintain professional certification and/or knowledge.
3. Adheres to the Library's security and confidentiality guidelines and ensure the appropriate handling of sensitive information.
4. Works non-traditional hours based on operational needs and to meet the needs of the community.
5. Completes special projects specific to the function of the Library and History Center.
6. Other duties as assigned within the scope of position expectations.

Knowledge, Skills, and Abilities

- A. Excellent computer skills in both a Windows and a Mac environment and proficiency using iOS and Android.
- B. Superior proficiency using a variety of common software programs including Microsoft Office, spreadsheets, and customized databases, and all Library specific software and applications. Adaptable technology skills.
- C. Proficiency using popular content management platforms.
- D. Personal and detailed work experience with desktop and laptop computers, tablets and eReaders.
- E. Experience using an integrated library system, Innovative Millennium preferred.
- F. Experience with online marketing and social media platforms (including, but not limited to: Facebook, Twitter, Pinterest, YouTube, etc.) in a personal and professional environment.
- G. Content editing with experience in basic audio and/or video editing.
- H. Knowledge of the functions and procedures of the circulation desk.

- I. Knowledge of the methods, techniques, and procedures used in planning and implementing circulation desk and technology services activities.
- J. Self-motivated team player.
- K. Possesses strong interpersonal skills as demonstrated by compassionate, courteous, cordial, cooperative, and professional interaction with Library patrons, co-workers, and the community.
- L. Demonstrates ability to manage multiple daily, weekly, monthly, and long-term tasks by carefully setting priorities, meeting deadlines, and scheduling time efficiently.
- M. Strong written and verbal communication skills and effective communication with individuals and groups.
- N. Ability to follow-up and follow-through with strong attention to detail.
- O. Ability to work well and maintain professionalism under occasional times of stress and pressure.
- P. Familiarity with operating office equipment and standard clerical practices.
- Q. Demonstrates ability to follow oral and written instructions independently.
- R. Adheres to all Library and departmental policies and procedures.
- S. Attends all Library in-services as required.

Experience, Education, and Licensure

Minimum Experience: 3+ years' experience in a Library or similar setting interacting with the public providing direct circulation desk/information services (face to face customer service) preferred. Prior supervisory experience, experience in a teaching/training setting, and superior technology proficiency (related to library software and devices) are required.

Minimum Education: Associate's degree from an accredited college preferred. Applicants that do not have a degree may be able to substitute 5+ years of customer service oriented library experience along with a demonstrated background in technology/training.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. While performing the duties of this job, the employee will spend the majority of their time standing at the circulation desk, on the Library floor, and shelving books. The employee will occasionally reach, stoop, kneel, or climb a stool to shelve books.
2. The employee will occasionally use hands to finger, handle, or feel objects, tools or equipment; such as a computer keyboard and mouse.
3. The employee must occasionally lift and/or move up to 35 pounds; and occasionally push/pull a loaded book cart weighing up to 200 lbs over carpeted floors for up to 60 feet or pull a loaded book drop cart from the outside of the Library into the building.
4. The employee will frequently speak and listen when interacting with co-workers and patrons.

5. Specific vision abilities required by the job include frequent reading and close vision; distance vision; color vision; peripheral vision; depth perception; and the ability to adjust focus.

Work Environment

The work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. The noise level in the work environment is usually moderate.
2. Patron traffic fluctuates on a seasonal basis.
3. The temperature in the work environment is controlled.
4. Although work is primarily indoors, you may be required to travel outside to other community locations.
5. Position may require occasional trips to attend conferences, seminars, and meetings.

Nothing in this position description restricts management's right to assign or reassign duties and responsibilities to this job at any time.