

**The Position**

Under the direction of the Technology and Learning Initiatives Librarian, the Community Engagement Librarian will help build connections, develop partnerships with community leaders and organizations, and promote library programs, resources, and services to create awareness and engagement with the library. This position will develop and execute community engagement and outreach strategies to persuade non-users of library services to become users and foster improved relationships with the broader community. This position will oversee content development, publish to all promotional channels, including the website, social media, email, and newsletters, and work with library groups on events that support the Library's mission.

**Principle Responsibilities**

- Initiate, plan, and provide outreach services for customers, community members, organizations, and businesses
- Collaborate with department leads to develop and implement a marketing plan that ensures coordinated and consistent messaging
- Create, edit, and publish materials that promote events, resources, and services for the library website, social media pages, and other channels
- Evaluate community outreach opportunities, coordinate library participation in outreach events, and create and maintain an annual calendar of community events
- Track and evaluate key data to inform outreach and engagement strategies, improve the customer experience, and build library awareness; present findings to Library Agency and Foundation Boards
- Liaise with community groups and key stakeholders connected to the Library and Foundation and support their special events
- Work with key staff to develop a volunteer recruitment and retention plan to enhance library services and provide rewarding experiences for volunteers; supervise volunteers and develop relevant policies and procedures
- Work at the Information Desk to provide reference and research assistance, readers' advisory, and information and digital literacy
- Participate in collection development, evaluating and selecting materials and information in a variety of formats
- Perform additional duties as assigned, including direct public service, serving on task forces or committees, etc.

**Knowledge, Skills & Abilities**

- Excellent and effective communication skills with people from diverse backgrounds including presentations, small groups, and one-on-one
- Effective interpersonal and team-building skills and the ability to foster a positive team environment among staff, volunteers, and community partners
- Understanding of, and ability to apply, principles of diversity, equity and inclusion
- Ability to adapt to change and the willingness to teach and learn new ways of doing things, including new technologies

- Expert knowledge of social media platforms, web-based communication tools, digital hardware and software tools, and producing digital content in a professional and stylized manner
- Familiarity with user-experience design and usability testing
- Ability to handle multiple projects and deadlines

### **Education & Experience**

Any combination equivalent to:

- Master's Degree in Library and Information Science, Informatics, or related field from an ALA-accredited school
- Three Years + of professional library experience, preferably in a public library
- Two Years + leading outreach efforts, employing effective marketing strategies, and developing social media content

### **The Belvedere Tiburon Library is an Equal Opportunity and Drug Free Workplace Employer**

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description. Management reserves the right to modify, add, or remove duties and assign other duties as necessary. This job description does not constitute a written or implied contract of employment.

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