

## Avalon Library & History Center Position Description

Position: Assistant Director – Programming & Engagement	Revised: August 2022
Reports to: Director	
Status: Nonexempt	

### Position Summary

The Assistant Director in charge Programming and Engagement is responsible for coordinating the Library and History Center's programming and outreach services. Duties include development and oversight of events for all ages, supervision of programming department staff, and oversight of the organization's outreach efforts.

This position also organizes and implements public information activities, in an effort to integrate communications to convey a consistent message in support of the organization's mission and strategic goals. Serves as an advisor to the Director with respect to external communications. Acts as the primary liaison with the vendor for marketing services.

### Experience and Education

#### **Required and Preferred Experience:**

- 4+ years' experience with increasing responsibilities in a public library setting, preferably in a programming or communications capacity.
- 2+ years' experience directly supervising staff including training and evaluating employees.
- Events management and public speaking experience.
- Experience leading and running meetings.
- Experience using integrated library systems and content management systems, preferred.
- Project management experience and ability to manage multiple concurrent projects, preferred.

#### **Minimum Education:**

- MLS/MLIS degree from an accredited ALA college or university.
- Professional Librarian's Certificate issued by the New Jersey Department of Education.

### Essential Functions

- Directs the organization's programming services.
  - Coordinates and manages all Library and History Center programming and events both directly and indirectly through supervision of programming department employees.
  - Conducts research and liaises with other cultural institutions to identify possible presenters.
  - Initiates and maintains correspondence with presenters and agents. Ensures the completion, maintenance, and compliance of all presenter contracts and releases and Initiates requisitions to insure timely payment to presenters.
  - Interviews, hires, monitors and evaluates program instructors.
  - Schedules spaces for programs and events and ensures all necessary support equipment is available and working.
  - Coordinates staff, technical resources, borough, school district, and community organization personnel to ensure successful programs.
  - Orders and maintains all necessary regular and special supplies, equipment, and refreshments for events.
  - Manages program and event logistics, marketing, and publications.
- Organizes and implements the organization's marketing activities.
  - Following the lead of the Director, sets the strategic direction of the organization's marketing and communications.
  - Manages and oversees day-to-day activities of the marketing vendor.
  - Coordinates with marketing vendor to provide information to media outlets.
  - Establishes and maintains relationships with community members, elected officials, and local groups.

- Acts as a representative of the organization for purposes of outreach and public relations.
- Confers with staff to identify trends, concerns, and key messages.
- Monitors media coverage and manages responses to media inquiries.
- In coordination with marketing vendor, directs the preparation of, and reviews/edits: press releases, advertisements, publications, social media campaigns, graphics, marketing materials, signage, etc.
- Identifies issues in need of a specific and cohesive public response; develops messaging and talking points for use by management & front-line staff.
- Coordinates and analyzes surveys, evaluations and assessments to determine and share the effectiveness of the organization's communications activities.
- Develops, orders, and picks up any marketing and/or advertising materials to promote special programs and events.
- Oversees the organization's engagement initiatives and maintains the outreach schedule.
- Provides budgetary input to the Director in the areas of programming, marketing, outreach, and personnel.
- Perform management functions for the department such as hiring, performance evaluations, disciplinary counseling, salary recommendations, workload distribution, communication, recognition activities, and employee relations.
- Recommends and participates in the development of Library policies and procedures.
- Chairs the Library's Programming and Marketing Committees.
- Continues to develop skills by attending seminars and meetings of professional library groups and organizations for the purpose of keeping current with technical developments.
- In coordination with the Assistant Director – Technology & Collections, manages the library in the absence of the director.
- Supervises library activities some evenings and weekends as part of supervisory rotation.

#### **Additional Functions**

1. Attends relevant workshops as necessary to maintain professional certification and/or knowledge; attends all Library in-services, as required.
2. Adheres to the Library's security guidelines and ensures the appropriate handling of sensitive information.
3. Adheres to all Library and departmental policies and procedures.
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/History Center or as needed.
6. Other duties as assigned within the scope of position expectations.

#### **Knowledge, Skills and Abilities**

- Knowledge of the theories, objectives, principles and techniques of librarianship.
- Knowledge of the methods, techniques, and procedures used in planning and implementing programs, cultural events, and recreational activities for the general community.
- Knowledge of current principles and techniques of public information and relations programs.
- Excellent interpersonal, written and verbal communication (for groups and individuals) and problem-solving skills.
- Demonstrates ability to manage multiple daily, weekly, monthly, and long-term tasks by carefully setting priorities, meeting deadlines, and scheduling time efficiently.
- Ability to manage, supervise and evaluate staff.
- Ability to carry out and interpret policy, methods and procedures.
- Understanding of issues related to public libraries.
- Skilled in writing for a variety of audiences. Ability to write/edit in a variety of writing styles, ability to draft materials on a wide range of topics. Strong grammar, editing and proofreading skills.
- Able to prioritize requests and meet multiple deadlines.
- Able to maintain a professional demeanor during stressful and highly visible situations.
- Able to exercise sound judgment in safeguarding confidential or sensitive information.
- Thinks creatively, takes initiative, and requires minimal supervision.

- Able to work well in a team environment and as part of a team.
- Ability to provide instruction in both virtual and live settings.
- Knowledge of common and library technology including but not limited to Microsoft Office, Google Suite, and Integrated library systems (ILS).
- Knowledge of mobile technologies including but not limited to eReaders, tablets and smartphones.
- Knowledge of how audio/visual equipment interfaces with computer and mobile technology.

### **Contacts**

The Assistant Director has internal contacts with the entire administrative staff and external contact with patrons and the general public. This position has access to patron information and organization resources.

### **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 some of their time sitting; while preparing and facilitating programs and events, the employee will frequently spend time standing and walking.
2. The employee will use their hands to use library tools and equipment, such as a computer keyboard and mouse.
3. The employee must occasionally lift and/or move up to 20 pounds; and occasionally push/pull and reach to set-up program signage, banners, refreshments, and audio/visual set-up.
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. Program activities fluctuates on a seasonal basis.
3. The temperature in the indoor work environment is controlled.
4. Although work is primarily indoors, you will be required to travel outside to other community locations and to conduct outdoor events.
5. Position will require regular attendance at library meetings and occasional attendance at other community and professional organization meetings, as required.

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