



METROPOLITAN LIBRARY SYSTEM

Job Description

Job Title:	Director of Outreach and Engagement Services	Position Code.:	1142-25E
Reports To:	Deputy Executive Director/Strategic Planning and Services	Classification:	Exempt
Division:	Strategic Planning and Services	Date:	09/2020

JOB SUMMARY:

Under general direction, has overall strategic and operational responsibility for the Outreach (OUT) and Engagement and Program Services (EPS) departments; oversees the management and delivery of systemwide engagement; measures and evaluates the effectiveness of programs and services.

ESSENTIAL JOB FUNCTIONS:

- Coordinates and provides support for system-wide engagement and outreach services; meets with library managers and other staff who plan engagement and outreach activities to create new opportunities or review current activities.
- Oversees the development of system-wide outreach services, including planning, implementing and evaluating large-scale and small-scale outreach events.
- Administers and directs the preparation of departmental annual budgets and controls expenses; prepares summaries of data for annual report and special information projects.
- Carries out supervisory responsibility in accordance with policies, procedures and applicable laws including: scheduling, managing and approving payroll time entries, approving leave requests for direct reports; planning, assigning and directing work; conducting staff meetings; communicating with staff; monitoring and appraising performance; meets individually with staff as needed; delegates responsibilities as appropriate; addressing complaints and resolving problems.
- Cultivates and maintains institutional relationships and partnerships with community service agencies, schools and colleges; participates in planning and coordinating library system projects in cooperation with other community agencies.
- Oversees the formation, development, and coordination of cross functional staff teams.
- Develops Outreach and Engagement and Program Services staff's potential and monitors and evaluates their performance and work outputs to maintain efficiency and quality of work.
- Provides staff guidance towards the fulfillment of system-wide goals and strategies as related to engagement and outreach services.
- Responsible for the planning and implementation of large system-wide engagement initiatives such as Summer Reading.
- Participates in hiring staff in conjunction with Human Resources.
- Provides EPS orientation for engagement managers, other supervisors and departmental staff as needed.
- Coordinates and evaluates departmental work processes, services and products.
- Oversees the process for outcome-based planning and evaluation for engagement and outreach programs.
- Identifies needs, services, demographic and technology trends impacting areas around the county.
- Plans, implements and evaluates library services to the institutionalized, home-bound and other outreach service needs customers in the community, including the Library by Mail and Onsite Libraries' collections to ensure the community's needs are being met.
- Promotes the use of system resources and services through regular engagement and outreach activities and continuing communication with community agencies, organizations and groups.
- Provides excellent customer service, including answering questions and helping customers locate materials and services of interest.
- Oversees evaluation of the Outreach collection in consultation with staff.
- Assists in strategic planning related to engagement programs, services and events; serves as a system leader for overall strategic planning related to outreach and engagement services.
- Champions the library's strategic goals and initiatives with the system's mission, vision, and core values in mind.
- Executes short and long-term objectives within the context of the library's strategic plans.
- Manages the outreach services, Library by Mail and Onsite Libraries activities for the system.
- Provides coaching and mentoring for direct reports and facilitates training staff as necessary on basic job functions.
- Collaborates with the Learning and Development department to develop and provide ongoing systemwide training for engagement staff.

- Identifies potential grant funding or monetary sources; in cooperation with the Development and Volunteer Services department, writes and administers grants to carry out outreach activity ideas including negotiation of fees, creating a narrative, budget, and final written or oral evaluations.
- Oversees the development and completion of required partnership Memorandums of Understanding.
- Represents the library in the community and library profession as a knowledgeable resource and advocate.
- Makes presentations to staff and decision-making groups, as assigned or required.
- Coordinates print and digital messaging to publicize and promote engagement and outreach activities; ensures that system guidelines and timelines for marketing requests are followed by departmental staff.
- Promotes the use of system resources and services through communication with community groups.
- Addresses groups regarding library programs and activities.
- Maintains awareness of related developments and trends through reading professional literature and participating in professional associations and continuing education.
- Uses effective techniques, good judgement and established organizational values, policies and procedures to resolve customer service issues.
- Drives library vehicle occasionally to and from various locations.
- Works in a manner safe to the individual and other people; follows safety rules and safe working practices; uses safety equipment as required.
- Defends the principles of the Citizen's Bill of Library Rights, the Freedom to Read Statement, the privacy of library customers' records and the code of professional ethics.
- Performs other related duties as assigned.

FREQUENCY OF TRAVEL REQUIREMENTS:

- Frequent travel to other library locations.
- Occasional travel within the state or nationally for appropriate professional development and networking.

INTERACTION:

- Interaction with all levels of staff, customers, partners, Commission members, and the public.

MATERIAL AND EQUIPMENT USED:

- Computer(s)/Printer(s)
- General Office Equipment
- Vehicle (fleet)

MINIMUM QUALIFICATIONS REQUIRED:

Education and Experience:

- Master's degree from an ALA-accredited college or university in Library and Information Science; and
- Five or more years of experience working with customers in a public library setting; and
- Two or more years supervising staff providing outreach and/or engagement; and
- Two or more years of library outreach and/or engagement experience.

Licenses and Certifications:

- Valid State Driver's License
- Current Motor Vehicle Insurance
- Acceptable Driving Record

HIGHLY PREFERRED QUALIFICATIONS AND COMPETENCIES:

- Experience in library system administration.
- Experience in building cohesive and effective teams.
- Experience building sustainable community relationships.
- Grant writing and management experience.
- High level of comfort with outcome-based planning and evaluation.
- Knowledge of modern professional library principles, practices and procedures.

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

- Management principles and practices, including goal setting, budget development/implementation, and team and staff development and motivation.
- Current trends in library services.
- Social media and emerging technologies.
- Outcome-based planning and evaluation.
- Methods and techniques of research, data collection and evaluation, statistical analysis and report presentation.
- Business and management principles involved in strategic planning, resource allocation and coordination of people and resources.
- Grant management.
- All computer applications and hardware related to performance of the essential functions of the job.
- Applicable state, federal and local laws, rules, and regulations.

Skill in:

- Organizing work, setting priorities, meeting critical deadlines, and following up on assignments with a minimum of direction.
- Communicating ideas and thoughts clearly, succinctly, respectively and effectively both verbally and in writing to a diverse staff in different formats.
- Using exceptional interpersonal and leadership skills that build and maintain strategic relationships with internal and external customers.
- Analyzing statistics and other data; interpreting and evaluating results.
- Hiring, developing, directing, motivating and inspiring staff in a collaborative team environment.
- Planning, organizing, assigning, directing, reviewing and evaluating staff work.
- Using tact, discretion, initiative and independent judgment.
- Utilizing effective and creative problem-solving skills.
- Using critical thinking, logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- Preparing clear and concise reports, correspondence and other written materials.
- Maintaining professional objectivity when making decisions regarding engagement and services.
- Demonstrating a flexible and collaborative work style.

Mental and Physical Abilities:

- Ability to interpret a variety of instructions in written, oral, diagram or schedule form.
- Ability to travel to various locations and to access reliable transportation to do so.
- While performing the essential functions of this job the employee is frequently required to move from place to place, speak and hear and lift and/or move up to 25 pounds.
- While performing the essential functions of this job the employee is occasionally required to bend, stoop, crouch, crawl, kneel, and lift and/or move up to 50 pounds.

SUPERVISORY RESPONSIBILITY:

- This position supervises multiple staff.

WORK ENVIRONMENT:

- Works in a normal office environment where there are little or no physical discomforts associated with changes in weather or discomforts associated with noise, dust, dirt and the like.
- Occasional evening or weekend work required.

SUMMARY STATEMENT:

This job description should not be interpreted as all inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this description. Any essential function or requirement of this job will be evaluated as an interactive process, as necessary, should an incumbent or applicant be unable to perform the function or meet the requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodations for the specific disability will be made for the incumbent or applicant so long as accommodation does not create an undue hardship to the System or if doing so causes a direct threat to the individual or others in the workplace and the threat cannot be eliminated by reasonable accommodation.

NOTE: The System reserves the right to amend or change this job description from time to time and/or assign other tasks for the Employee to perform as the System may deem appropriate.