

OUTREACH SPECIALIST

Employment Status: Full-Time Exempt

Work Schedule: Will include various hours including evening and weekends.

Vacation Level: 2

General Job Description:

The Outreach Specialist collaborates with community partners to provide access to library services and resources outside traditional library spaces. They foster relationships and build bridges between the Library and schools, community service agencies and local businesses, the Friends of the Library and volunteers. They are the Library's main conduit to the community via social media. The Outreach Specialist coordinates with various librarians and staff in the library to attend outreach events, and they manage requests from community groups for Library meeting rooms.

Detailed Duties:

- Works with Adult, Youth and Circulation staff to develop and deliver programs and services at community locations, beyond classroom and senior center/retirement community visits, with a specific focus on underserved populations.
- Is aware of all outreach activities conducted by other library staff such as daycare, school, home and senior community visits and provides support as needed.
- Conducts "Outreach Team" meetings in order to complete tasks for the library's Strategic Plan.
- Facilitates the use of the library's meeting rooms by community members.
- Communicates with the broader community via social media, being the primary creator of content for the Library's Facebook, Instagram and TikTok profiles. Coordinates with programming staff to take pictures and video at Library events to post on social media.
- Builds and maintains relationships with community members and organizations through outreach to local businesses, non-profits, and serving on local boards and committees.
- Facilitates the Fremont Second Chances initiative to deliver withdrawn or donated books to area "Little Free Library" locations.
- Directly coordinates the library's involvement in larger events such as local festivals and farmer's markets.
- Participates in library-wide events such as the Summer Library Club, helping to facilitate community organization and business involvement.
- Acts as liaison to the Friends and Foundation of the Library.
- Manages library volunteers.
- Assists with special library functions and fundraising efforts.
- Collects all data regarding the library's interactions with the community and uses demographic and forecasting tools to advise administration on community needs.
- Attends professional continuing education seminars related to job tasks and objectives.
- Attends and participates in consortium and system-related committees and meetings.

Organizational Relationships:

- Reports to the Assistant Director.
- Works with Marketing Specialist and Graphic Artist/Designer as part of the Community Engagement Department.
- Works closely with the outreach staff in Adult, Youth and Circulation Departments and coordinates with these staff when combined efforts are required for larger outreach efforts.

Qualifications:

- Have a Bachelor's degree or 5 or more years of experience working in a similar position. Librarians with a Master's degree are also encouraged to apply.
- Be proficient in Windows, MS Office, and social media platforms.
- Have an extremely flexible schedule so you are able to take pictures at Library events and attend outreach events after normal business hours.
- Exceptional interpersonal and collaboration skills; able to work with different teams as well as in partnership with other staff.
- Exhibit a professional image and represent the library in a professional and friendly manner
- Express enthusiasm for public presentations and one-on-one engagements with the public.
- Valid driver's license and ability to travel to different local organizations and businesses when necessary to promote the library.
- Able to work evenings and weekends
- Proficiency in speaking Spanish highly preferred.

Physical Requirements:

- Manual: able to operate computer keyboard and mouse.
- Visual: able to detect color coding, read documents and a computer screen.
- Communication: Fluent in English, both written and oral. Able to speak and be heard and hear the speech of co-workers and patrons in person and over the phone. Able to be heard by a larger group of people without the aid of a microphone.
- Pushing/pulling, lifting and carrying: able to lift lightweight folding tables, manipulate a canopy tent (with assistance) and push carts of supplies to events outside the library.
- Ambulatory: able to greet and communicate with patrons in a variety of settings, including outdoor events in hot or cold weather. This work may include traveling a far distance from a parking lot to a location and/or across grassy areas with a wagonload full of supplies.

ACKNOWLEDGEMENT

I understand this job description and its requirements and responsibilities required to fulfill the position. I also understand that the job functions may change as needs evolve.

Employee's Signature

Date