

Community Liaison

Department

Administration

Immediate Supervisor

David Stricklin

Job Summary

The Community Liaison is responsible for coordinating outreach efforts focused on the Hispanic community and connecting them to CALS programs and services. The Community Liaison is also responsible for identifying ways in which CALS can best meet the needs of the Hispanic communities to advance CALS mission.

Essential Duties and Responsibilities

- Develop and manage relationships in the Hispanic communities
- Visit Hispanic groups within the community and regularly attend meetings of significant groups, providing information on library and education on library services.
- Coordinate with the Collection Development department to evaluate existing collections based on relevance and community interests, decommissioning materials on a regular basis and assess the need for Spanish language and bilingual materials in all areas of the collection
- Document, and recommends responses and action plans as a result of interacting with various individuals and organizations to meet CALS's goals and objectives
- Develops, plans, and/or coordinates various system-wide activities in conjunction with other departments for the purpose of enhancing Hispanic community relationships, improving customer services/programs, and promoting a positive image
- Serves on relevant committees and represents CALS at community events, board meetings, etc., for the purpose of developing relationships
- Speaks and/or instructs in front of outreach audiences of all ages to promote library use in the community
- Maintains statistical documentation of programs, partnerships, and resources developed for future community assessment and connection
- Other duties as assigned

Qualifications and Requirements

- 5 Years professional experience in in a marketing or public relations role or related field
- Ability to represent the library, work effectively, and build trusted relationships with support groups such as the Friends of the Library and the CALS Board
- Capable of analyzing community needs and recommending specific plans for modifying or extending library services

- Positive, team-oriented, collaborative, and facilitative whether working with executive leadership, peer group, or with community library staff
- Able to identify, address, and solve problems with resilience, professionalism and a sense of humor
- Proactive in taking initiative to enhance programming and services
- Ability to speak and write in English and Spanish
- Knowledge of the principles and practices of public relations and communications programs
- Ability to maintain complete and accurate records and statistics to develop meaningful reports
- Ability to maintain effective working relationships as necessitated by work assignments
- Willingness to work with a flexible schedule to include evenings and some weekends

Other Requirements

Must have reliable transportation to get to and from meetings/events