

## Community Outreach Coordinator

### Department

Administration

### Immediate Supervisor

Mark Christ

### Job Summary

The Community Outreach Coordinator for Central Arkansas Library System (CALs) oversees outreach programming and community library services in diverse service areas and are responsible for developing, planning, administering, promoting, and implementing all outreach programs and events. Outreach includes introducing library services to infrequent library users and those who may be underserved. The coordinator will work closely with CALs Community Liaisons to facilitate functions between the library, Adult and Youth Coordinators, the community, and external community organizations, while ensuring positive customer service and quality interactions. The Community Outreach Coordinator will work closely with the Volunteer Coordinator for CALs to gain volunteer support in and for outreach. In addition, COC will work closely with CALs Programmers systemwide, with the Community Resource Coordinator, marketing staff to coordinate services and programs, frequently at non-library locations and Development Director to help gain funds for programming and outreach events.

### Essential Duties & Responsibilities

- Formulate goals, plans, and procedures for implementing outreach services in accordance with organizational strategic plan and priorities
- Present programs, introduce library services, speak to groups, conduct off-site library card registration, assist in staffing outreach functions, and make presentations in a wide variety of outreach venues for all ages
- Explore grant opportunities and write grants to secure funding for outreach events and programming
- Work collaboratively with other staff members to generate program ideas that appeal to the community
- Schedule library outreach vehicles and/or utilize personal vehicle to travel to outreach destinations; as well as schedule use of and assist in the maintenance of library equipment and other resources needed for outreach visits
- Create and maintain a systemwide schedule of outreach and organize staff and volunteers to work these events
- Provide professional staff support for outreach events, including working the events personally throughout the service area year-round, in cooperation with systemwide Programmers, Community Liaisons, and other stakeholders within CALs
- Assist the community with using library services and resources
- Exercise good fiscal management of outreach services budget(s)

- Supervise staff and volunteers at outreach events

### **Qualifications and Requirements**

- Bachelor's degree plus two years' professional library programming experience that includes youth, teen, or adult programming; or Master's degree in Library Science from an ALA accredited institution; or a combination of education and experience
- Knowledge of broad-based library programming practices, including current trends in youth and adult services
- Availability to work evening, non-traditional, and weekend hours and ability to travel to off-site events
- Must hold a valid drivers' license

### **Other Requirements**

- Excellent knowledge of online communications and social networking tools
- Excellent written and verbal communication skills.
- Communicates effectively with internal and external partners
- Proficient with a wide variety of computer software and peripherals
- Ability to manage statistical records and create reports, including outreach services evaluations
- Self-motivated and able to exercise initiative and independent judgment, as well as be able to work independently in the absence of supervision
- Confidence in public speaking and representing the library to all ages
- Detail oriented
- Extensive public contact
- Previous outreach experience preferred
- Physical demands involve lifting and/or moving 15-50 lbs. on a regular basis and driving between sites