

Winnefox Library System Position Description

Position: Public Library Development Consultant
Full-time, exempt

Date: 5 July 2022

General Purpose:

Consult, support, and provide opportunities for advancement and education to Winnefox member library staff and system staff. Meet the changing educational and development needs of public libraries. Keep current with library trends. Provide virtual meeting, and public information support. Serve as the Continuing Education Consultant to the Northeast Wisconsin (NEWI) Continuing Education Partnership.

Supervisor: Assistant Director

Salary Matrix Level: E

Essential Duties and Responsibilities

1. Staff Development

- Survey and assess member libraries' continuing education and staff development needs. Consult regularly with member libraries to better understand those needs.
- Serve as the Continuing Education Consultant to the Northeast Wisconsin (NEWI) Continuing Education Partnership.
- Engage presenters and produce CE workshops. Attend workshops, introduce presenters, and conduct post-workshop evaluations.
- Promote continuing education opportunities and webinars beyond those organized by Winnefox for NEWI member libraries.
- Oversee library director certification process and attend the annual certification meeting organized by the WI Department of Public Instruction (DPI).
- Represent Winnefox in statewide continuing education meetings.
- Provide and organize staff development opportunities for Winnefox Library System employees.
- Train, mentor, and coach member library directors on developing the skills of their employees.
- Support Winnefox elected Inclusive Services and Youth Services consultants, keeping abreast of current trends. Work collaboratively with consultants to offer workshops that advance member library goals in these areas.
- Implement system-wide Diversity, Equity, and Inclusion (DEI) strategies.
- Update and maintain documentation on Winnefox extranet, a web-based reference source for library staff.

2. Virtual Meeting and Technical Outreach Training

- Host, moderate and manage virtual continuing education workshops.

- Provide training to member libraries on the most prominent virtual meeting platforms (i.e. Zoom, Microsoft Teams, Google Meet, etc.)
- Provide technical support to member libraries as needed regarding virtual meetings
- Offer training in creating and distributing library newsletters using such tools as Constant Contact.
- Keep up with developments in the areas of virtual meetings support and customer relationship management (CRM) software such as Constant Contact.

3. Public Relations and Content Management

- Coordinate system-wide marketing efforts. Serve as the system contact to marketing and graphic professionals.
- Work with Website Developer and Assistant Director to create the Winnefox online presence
- Partner with graphic designers to offer services to members libraries
- Provide content management training to member libraries, including newsletter and social media training
- Offer member librarians editing/posting training regarding newsletters, website content, and social media posts.

KNOWLEDGE, SKILLS AND ABILITIES

- Ability to establish and maintain effective working relationships with other staff, system trustees, member librarians, and the general public.
- Valid Wisconsin driver's license, means of transportation, and willingness to travel to participating libraries and state-level meetings.
- Active presence at relevant statewide, regional, and national meetings and conferences.
- Strong writing and editing skills in a variety of media
- Computer skills including confident use of personal productivity software (word processing, spreadsheet, email, calendaring, presentation) and web-based communication tools (Constant Contact, Zoom, Microsoft Teams, etc/).
- Committed to building and sustaining a team environment
- Coaching skills, including the ability to clearly and patiently explain how and why tasks are to be performed.
- Ability to prioritize tasks and to handle multiple projects and deadlines
- Ability to adapt to change; willingness to teach and learn new ways of doing things, including new technologies.
- Ability to work independently
- Ability to create and evaluate customer surveys

EDUCATION AND EXPERIENCE

- Required: MLIS
- Required: experience working in public libraries
- Preferred: supervisory experience

PERSONAL CHARACTERISTICS:

- A love of public libraries and the services library staff provide their communities
- A desire to support public librarians.
- Excellent interpersonal communication skills

- Adaptable
- Strong problem-solving skills.
- Strong organization skills
- Active interest in keeping abreast with library trends and educational opportunities.
- Desire to create a welcoming and inclusive environment

TOOLS AND EQUIPMENT USED

Typical office equipment, computers and software including computer workstation, computer projector, microphone, microphone headset, webcam, calculator, fax machine, photocopier, telephone, and printers.

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.

While performing the duties of this job, the employee may be required to stand for extended periods of time; talk and hear; use hands to dial, handle, or feel objects or controls; and reach with hands and arms. The employee may be required to kneel, walk, stand, bend, twist, push and pull.

WORK ENVIRONMENT

Typical office environment, with opportunity for telework

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview; background check; and job-related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

This job description does not constitute an employment agreement between the employer and employee. It is subject to change by the employer as the needs of the employer and requirements of the job change.