

GRAVENHURST PUBLIC LIBRARY

POSITION DESCRIPTION

Position Title: Adult Programming and Communications Coordinator

Reports to: CEO / Chief Librarian or Designate

POSITION SUMMARY

The Adult Programming and Communications Coordinator is responsible for adult programming and special events; promotions, community engagement, social media and library website management; statistical collection and reporting; circulation and reference desk duties; clerical functions; and providing a high level of customer service to library users.

DUTIES & RESPONSIBILITIES

1. Adult Programming and Special Events – coordinates, plans, delivers and evaluates adult library programming that is responsive to community interests and cultural trends; establishes and cultivates partnerships with community organizations for the delivery of mutually beneficial quality adult programming; coordinates, plans, and implements special events geared to adults; ensures there is a literacy component to programs and special events for adults; works closely with other library staff who have overlapping programming responsibilities; acts as a liaison for the library.
2. Promotions, Community Engagement, Social Media and Library Website Management – Coordinates the creation of displays to enhance the library experience and to promote use of library resources; reviews bibliographies, flyers, bulletin boards, and publicity materials to ensure these are up-to-date and consistent; coordinates and develops public relations programs and outreach initiatives; looks after the promotion and marketing of library services to the public through various channels such as social media, traditional media and other marketing opportunities; manages and updates content on library's website; prepares materials for media releases; creates and curates online content to meet community needs and interests; provides training and support to staff on promotions and marketing including social media and the library's website; manages the Stairwell Art Gallery and exhibits; works closely with other staff who have overlapping responsibilities for promotions; assists with future re-branding projects and fundraising initiatives.
3. Statistical Collection and Reporting – works, in conjunction with other staff, to create performance survey methodologies and indicators as well as collects, compiles and analyzes statistical information; tracks, records and compiles statistics and reports monthly to CEO/Chief Librarian; gathers and collates annual statistics for reporting to

the Library Board, the municipality and the province; assists in the development and evaluation of library services in line with the library's strategic plan.

4. Circulation and Reference Desk - Circulating materials, ensuring accuracy; renewing materials; assisting the Interlibrary Loan (ILL) Clerk with the ILL system, including requesting holds, paperwork and shipments; printing hold lists and informing library users about available holds; providing assistance to library users in locating information and/or library materials; delivering reference and reader's advisory guidance; assisting with genealogical research; providing bibliographic instruction; registering new library users and entering information into Horizon; issuing borrower cards; conducting new patron orientation; renew and update memberships; instructing people in the use of library resources and equipment; providing general information and assistance to patrons using the public access terminals; assisting with PC applications, internet and troubleshooting, printers, etc.; assists with the implementation and migration of software updates; provides guidance and direction to student placements and volunteers in the performance of tasks.
5. Handling Transactions and Clerical Duties – Handling monetary transactions, issuing receipts and recording transactions; collecting non-resident membership fees; printing of overdue lists, holds, etc.; collecting fees for damaged or lost materials; following up by telephone on overdue accounts; implementing opening and closing procedures, which includes setting the alarm and ensuring security of library facility.
6. Leadership – Familiarity with the library's strategic plan; creates organizational procedures, processes, and policies; write grants for specific projects; keep apprised of current library policies and procedures, current news and community happenings; attends meetings, workshops, conferences and courses as required; deals with the public in a courteous and efficient manner to promote a high standard of public relations at all times; acts as a goodwill ambassador for the library, promoting the library's values and services in all user interactions.
7. Carrying out special projects and other duties as assigned by the CEO/Chief Librarian or designate.

SUPERVISION REQUIREMENTS

Supervision of student placements and volunteers.

EDUCATION, SKILLS and EXPERIENCE

1. Post-secondary degree in related field from an accredited university program.
2. Minimum three (3) years of experience working in a public library environment.
3. Experience in the development and provision of programming for adults.
4. Exceptional ability to successfully multitask in a busy environment.
5. Excellent organizational and time management skills.
6. Highly proficient at information service delivery.
7. Strong familiarity with current library trends.
8. Proven aptitude for taking initiative.
9. Demonstrated working knowledge of Horizon Library software systems.
10. Strong public relations and customer service skills.
11. Experience with promotions, community outreach and use of social media for marketing purposes.
12. Experience with website development and management.
13. Highly developed public speaking skills
14. Ability to master, explain, and at times create organizational procedures, processes, policies, and operations.
15. Ability to write reports, business correspondence, and procedural manuals.
16. Strong interpersonal communication skills, including a welcoming manner, active listening and nonjudgement response.
17. Ability to supervise the work of others while fostering a positive work environment.
18. Accomplished at working independently while contributing to the work team.
19. Demonstrates a positive attitude and supports library goals and objectives.
20. Holds a Valid Ontario Driver's License and has access to a reliable vehicle. Travel within the community is a regular occurrence.
21. Physically able to carry out all aspects of the job.
22. Vulnerable Sector (Criminal) Record Check requirement: successful applicants must be prepared to provide a Vulnerable Record Check before being employed by the Gravenhurst Public Library.

HEALTH & SAFETY RESPONSIBILITIES:

As the Gravenhurst Library Board has adopted health and safety policies established by the Town of Gravenhurst. Library staff members are responsible:

1. To learn, understand and practice standard Town operating procedures.
2. To be familiar with and comply with the provisions of the Occupational Health and Safety Act and Regulations and the Towns Health and Safety Policies and Procedures.
3. To take every possible precaution to protect themselves and fellow workers from health and safety hazards and unsafe situations.
4. To report unsafe acts or conditions to their supervisor or a Health and Safety Committee Representative.
5. To report any occupational injury or illness immediately to their supervisor.
6. To use personal protective equipment, where required.
7. To report any contravention of the Occupational Health and Safety Act.

PHYSICAL/PSYCHOLOGICAL DEMANDS and WORKING CONDITIONS

Environment: Work is conducted in an office environment with some exposure to criticism from the public. Requirement to juggle priorities, meet deadlines, verbally communicate to exchange information; deal with constant interruptions and changing demands during the course of a working day; occasions whereby an extremely short amount of time is available to complete a project or task (regularly); wide variety of tasks requiring ability to manage multiple projects and make independent decisions (daily); while maintaining a pleasant, professional and positive demeanour.

Physical: Requirement for sufficient physical ability and mobility to work in an office setting and in a field environment; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; to travel to other locations; to operate equipment and a vehicle.

CONTACTS

Communicates regularly with library staff, municipal staff, and the general public.

REVIEW/APPROVAL

GPL Board Policy Committee: Deb Chisholm, Karen Underwood and CEO/Chief Librarian, Julia Reinhart

Affiliation: Non-Union

Job description developed and reviewed: February 2022