



Beloit Public Library Library Director

Department: Administration

Status: Exempt

Range: 69

Revision Date: November 19, 2018

Organizational Relationships

Reports to: Library Board of Trustees

Supervises: Head of Library Services, Head of Library Resources, Head of Programming and Partnerships, Information Technology Manager, Business Manager, Outreach and Communications Coordinator, Blender Café Manager.

General Summary

Subject to policies established by the Library Board of Trustees, acts as chief administrative officer with responsibility for managing and organizing the library operation, and planning and directing its program of service.

Essential Duties and Responsibilities

- Develops long-range planning for library, including programs and services, organization, staffing, budgeting, building, and public relations.
- Implements all major strategies to fulfill the mission and achieve the objectives of the library.
- Develops and controls annual budget and long-term financial plans for the library.
- Assesses library service needs of the community and implements programs to meet those needs.
- Prepares or coordinates preparation of all major reports, proposals, contracts, or grants related to the library.
- Works with Library Board on recruitment, onboarding, and orientation of new board members.
- Hires, develops, and supervises library personnel, develops personnel policies, and makes recommendations for staffing levels.
- Develops and initiates cooperative efforts with a variety of agencies, both public and private, at local, state, and federal levels.
- Interprets library policy to other agencies and the public at large.
- Maintains comprehensive knowledge of modern library trends through professional reading and workshops.
- Acts as liaison to Friends and Foundation groups and other partners.
- Participates actively in local, state, and national library associations.
- Ability to provide truthful, forthright, and complete information when voluntarily answering or providing information or when compelled to answer questions or provide



information.

- Ability to maintain regular and predictable attendance and punctuality.

Decision Making

- Analyzes and recommends major library policy and programs to the Library Board of Trustees, including public policies, building, materials collection, finance, technology, and public relations.
- Hires and develops library staff, recommends and administers personnel policies.
- Represents library in association with the public served, related agencies, and the media.

Education/Experience Required

- MLS degree from an ALA-accredited library school.
- Comprehensive knowledge of modern library principles, methods, materials, and practices.
- Extensive professional experience in public library work, including at least ten years in an administrative capacity.

Knowledge, Skills, and Abilities Required

- Ability to establish and maintain effective working/confidential relationships with community leaders, public officials, professional groups, subordinates, and the public.
- Ability to solve problems creatively by developing feasible, realistic solutions that prevent future problems.
- Ability to analyze, evaluate, and adjust library needs and services.
- Ability to speak comfortably and effectively in public.
- Ability to communicate effectively in writing.
- Ability to use computer software, manage computerized files.
- Ability to adapt to new technology and identify ways to use them for library services when appropriate.
- Ability to initiate and carry out changes in the organization.
- Ability to effectively lead, motivate, and supervise personnel.
- Ability to apply intellectual freedom principles to library services.
- Ability to speak, write, and read English.
- Knowledge of appropriate library best practices, municipal ordinances, and state statutes including open meeting laws.

Physical and Working Conditions

- Daily fingering: keyboarding, writing, mouse use.
- Daily sitting, standing, walking, crouching, and stooping.
- Daily bending/twisting and reaching.
- Daily lifting of up to 10 lbs and occasional lifting of up to 40 lbs.



- Daily talking and hearing; use of telephone.
- Daily corrected far vision at 20' or further and near vision at 20".
- Frequent driving of a car.

Other Duties as Assigned

In an effort to provide for continuity of government under ss 166.23(1) and City of Beloit Code of General Ordinances 1.11, you may be required to provide administrative support for the City of Beloit Emergency Operation Center or other city department during declared states of emergency. This may require an altered work schedule during the declared emergency.

The above is intended to describe the general content of the requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements.

Approval:

Name	Library Board President	Date
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Name	Library Director	Date
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Beloit Public Library Head of Library Services

Department: Administration

Status: Exempt

Range: 63

Revision Date: November 19, 2018

Organizational Relationships

Reports to: Library Director

Supervises: LS1 and Security Monitors

General Summary

Under general direction of the Library Director, with wide latitude for independent judgment and decision-making, the Head of Library Services is responsible for the organization, planning, and operation of Library Services and Staff Development.

Shared Duties and Responsibilities

- Plans, coordinates, and supervises all aspects of Library Services and Staff Development, including formulation of policies and procedures.
- Supports delivery of a consistent experience that reflects the uniqueness of Beloit's diverse communities.
- Interprets library policies and procedures for public and staff.
- Participates in hiring, supervising, training, developing, and evaluating staff.
- Maintains positive relations with the community and library staff.
- Participates as a member in work and activities of professional associations.
- Stays up to date on professional developments through participation in professional organizations, system meetings, workshops, and continuing-education opportunities.
- Reads professional literature.
- Participates in professional Leadership Team decisions.
- Acts as library Person-In-Charge, as needed.
- Models exceptional customer service at all Public Service Desks.
- Ability to provide truthful, forthright, and complete information when voluntarily answering or providing information or when compelled to answer questions or provide information.
- Ability to maintain regular and predictable attendance and punctuality.
- Other library related duties as assigned.

Essential Duties and Responsibilities

- Formulates Public Services policies and procedures as related to customer service and staff competencies.



- Assigns priorities, analyzes operations, and coordinates activities.
- Coordinates and oversees all aspects of staff development including competencies and training for current and new public service staff, ongoing professional development, and staff recognition.
- Coordinates and oversees all aspects of customer service standards.
- Participates in collection management including selection and deselection.
- Develops and monitors appropriate budgets.
- Creates a welcoming environment for library customers and staff.
- Prepares reports as needed.
- Acts as liaison for SHARE ILS Consortium.

Education/Experience Required

- MLS from an ALA-accredited library school.
- Five years of increasingly responsible experience in public library service to youth and/or adults and teens, including experience in reference, collection development, programming, and employee supervision.

Knowledge/Abilities Required

- Ability to effectively present information and respond to information requests from customers.
- Ability to develop appropriate statistical gathering methods; to gather and analyze statistics or other measuring tools.
- Ability to supervise effectively and positively.
- Excellent time-management skills.
- Ability to analyze information and develop recommendations.
- Ability to create and generate reports.
- Ability to speak comfortably and effectively in public.
- Ability to work independently, organize, and prioritize work; respond to varied/changing work demands and make decisions as required; demonstrate initiative.
- Ability to use computer software and manage computerized files.
- Ability to adapt to new technology and identify ways to use them for library services when appropriate.
- Ability to translate knowledge gained through training into recommendations for library-service improvements.
- Ability to recognize how all parts of library services fit together and to retain that global approach when planning and solving problems.
- Ability to apply intellectual-freedom principles to library services.
- Considerable knowledge of library operations, services, and items.
- Good interpersonal skills and ability to maintain and foster cooperative and courteous working relationships with the public, co-workers, and supervisors.
- Ability to speak, write, and read English.
- Ability to maintain confidentiality of library customer information.



Physical and Working Conditions

- Daily fingering: keyboarding, writing, mouse use.
- Daily sitting, standing, walking, crouching, and stooping.
- Daily bending/twisting and reaching.
- Daily lifting of up to 10 lbs and occasional lifting of up to 40 lbs.
- Daily talking and hearing; use of telephone.
- Daily corrected far vision at 20' or further and near vision at 20".
- Infrequent driving of a car.

Other Duties as Assigned

In an effort to provide for continuity of government under ss 166.23(1) and City of Beloit Code of General Ordinances 1.11, you may be required to provide administrative support for the City of Beloit Emergency Operation Center or other city department during declared states of emergency. This may require an altered work schedule during the declared emergency.

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Signatures:

Employee Date

Supervisor Date

Library Director Date



Beloit Public Library Head of Library Resources

Department: Administration

Status: Exempt

Range: 63

Revision Date: November 19, 2018

Organizational Relationships

Reports to: Library Director

Supervises: LS1 (Processing & Overdues), LS2 (Cataloging & ILL), Library Pages

General Summary

Under general direction of the Library Director, with wide latitude for independent judgment and decision-making, the Head of Library Resources is responsible for the organization, planning, development, and operation of Library Resources.

Shared Duties and Responsibilities

- Plans, coordinates, and supervises all aspects of Library Resources, including formulation of policies and procedures.
- Supports delivery of a consistent experience that reflects the uniqueness of Beloit's diverse communities.
- Interprets library policies and procedures for public and staff.
- Participates in hiring, supervising, training, developing, and evaluating staff.
- Maintains positive relations with the community and library staff.
- Participates as a member in work and activities of professional associations.
- Stays up to date on professional developments through participation in professional organizations, system meetings, workshops, and continuing-education opportunities.
- Reads professional literature.
- Participates in professional Leadership Team decisions.
- Acts as library Person-in-Charge as needed.
- Models exceptional customer service at all Public Service Desks.
- Ability to provide truthful, forthright, and complete information when voluntarily answering or providing information or when compelled to answer questions or provide information.
- Ability to maintain regular and predictable attendance and punctuality.
- Other library related duties as assigned.

Essential Duties and Responsibilities

- Oversees all areas of collection management, including budgeting, cataloging, processing, selection, deselection, procurement, and logistics.
- Supervises Interlibrary Loans.



- Formulates Library Resources policies and procedures.
- Monitors and maintains usage statistics for all library services.
- Creates and delivers statistical reports as needed.
- Assigns and approves all employee scheduling, approving timesheets, and monitoring attendance.
- Organizes and supervises patron registration.
- Acts as liaison for SHARE ILS Consortium.

Education/Experience Required

- MLS from an ALA-accredited library school.
- Five years of increasingly responsible experience in public library service to youth and/or adults and teens, including experience in reference, collection development, programming, and employee supervision.

Knowledge/Abilities Required

- Ability to effectively present information and respond to information requests from customers.
- Ability to develop appropriate statistical gathering methods; to gather and analyze statistics or other measuring tools.
- Ability to supervise effectively and positively.
- Excellent time-management skills.
- Ability to analyze information and develop recommendations.
- Ability to create and generate reports.
- Ability to speak comfortably and effectively in public.
- Ability to work independently, organize, and prioritize work; respond to varied/changing work demands and make decisions as required; demonstrate initiative.
- Ability to use computer software and manage computerized files.
- Ability to adapt to new technology and identify ways to use them for library services when appropriate.
- Ability to translate knowledge gained through training into recommendations for library-service improvements.
- Ability to recognize how all parts of library services fit together and to retain that global approach when planning and solving problems.
- Ability to apply-intellectual freedom principles to library services.
- Considerable knowledge of library operations, services, and items.
- Good interpersonal skills and ability to maintain and foster cooperative and courteous working relationships with the public, co-workers, and supervisors.
- Ability to speak, write, and read English.
- Ability to maintain confidentiality of library patron information.

Physical and Working Conditions

- Daily fingering: keyboarding, writing, mouse use.
- Daily sitting, standing, walking, crouching, and stooping.



- Daily bending/twisting and reaching.
- Daily lifting of up to 10 lbs and occasional lifting of up to 40 lbs.
- Daily talking and hearing; use of telephone.
- Daily corrected far vision at 20' or further and near vision at 20".
- Infrequent driving of a car.

Other Duties as Assigned

In an effort to provide for continuity of government under ss 166.23(1) and City of Beloit Code of General Ordinances 1.11, you may be required to provide administrative support for the City of Beloit Emergency Operation Center or other city department during declared states of emergency. This may require an altered work schedule during the declared emergency.

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Signatures:

Employee Date

Supervisor Date

Library Director Date



Beloit Public Library Head of Programming and Community Engagement

Department: Administration

Status: Exempt

Range: 63

Revision Date: March 20, 2019

Organizational Relationships

Reports to: Library Director

Supervises: LS2 Programming

General Summary

Under general direction of the Library Director, with wide latitude for independent judgment and decision-making, the Head of Programming and Community Engagement (HPCE) is responsible for creating connections and coordinating activities to engage a diverse community. The HPCE is responsible for the organization, planning, development, and operation of library programming for all ages. The HPCE coordinates the Volunteer Program.

Shared Duties and Responsibilities

- Plans and coordinates all aspects of Library Programming, Community Engagement and Volunteer Services, including supervision of staff and formulation of policies and procedures.
- Supports delivery of a consistent experience that reflects the uniqueness of Beloit's diverse communities.
- Interprets library policies and procedures for public and staff.
- Participates in hiring, supervising, training, developing, and evaluating staff.
- Maintains positive relations with the community and library staff.
- Participates as a member in work and activities of professional associations.
- Stays up to date on professional developments through participation in professional organizations, system meetings, workshops, and continuing-education opportunities.
- Reads professional literature.
- Participates in professional Leadership Team decisions.
- Acts as library Person-In-Charge, as needed.
- Models exceptional customer service at all Public Service Desks.
- Ability to provide truthful, forthright, and complete information when voluntarily answering or providing information or when compelled to answer questions or provide information.
- Ability to maintain regular and predictable attendance and punctuality.
- Other library related duties as assigned.



Essential Duties and Responsibilities

- Identifies community organizations and engages in a high level of community involvement to foster collaboration, promote partnerships, and develop programs and projects to strengthen the community.
- Coordinates all aspects of library programming including planning, scheduling, implementation, and evaluation.
- Participates in planning and implementation of large-scale events in conjunction with library and community partners.
- Supervises staff. Assigns priorities, analyzes operations, and coordinates activities.
- Formulates, executes and revises programming, community engagement, and volunteer policies and procedures.
- Coordinates volunteer program.
- Participates in collection management, including selection and deselection.
- Coordinates library display spaces.
- Ensures effective readers' advisory and reference service for all ages.
- Develops and monitors appropriate budgets.
- Identifies and seeks grant funding opportunities.
- Prepares reports as needed.
- Acts as liaison for SHARE ILS Consortium.

Education/Experience Required

- MLS from an ALA-accredited library school.
- Five years of increasingly responsible experience in public library service to youth and/or adults and teens, including experience in reference, collection development, programming, and employee supervision.

Knowledge/Abilities Required

- Ability to effectively present information and respond to information requests from customers.
- Ability to develop appropriate statistical gathering methods; to gather and analyze statistics or other measuring tools.
- Ability to supervise effectively and positively.
- Excellent time-management skills.
- Ability to analyze information and develop recommendations.
- Ability to create and generate reports.
- Ability to speak comfortably and effectively in public.
- Ability to work independently, organize, and prioritize work; respond to varied/changing work demands and make decisions as required; demonstrate initiative.



- Ability to use computer software and manage computerized files.
- Ability to adapt to new technology and identify ways to use them for library services when appropriate.
- Ability to translate knowledge gained through training into recommendations for library service improvements.
- Ability to recognize how all parts of library services fit together and to retain that global approach when planning and solving problems.
- Ability to apply intellectual-freedom principles to library services.
- Considerable knowledge of library operations, services, and items.
- Good interpersonal skills and ability to maintain and foster cooperative and courteous working relationships with the public, co-workers, and supervisors.
- Ability to speak, write, and read English.
- Ability to maintain confidentiality of library customer information.

Physical and Working Conditions

- Daily fingering: keyboarding, writing, and mouse use.
- Daily sitting, standing, walking, crouching, and stooping.
- Daily bending/twisting and reaching.
- Daily lifting of up to 10 lbs and occasional lifting of up to 40 lbs.
- Daily talking and hearing; use of telephone.
- Daily corrected far vision at 20' or further and near vision at 20".
- Infrequent driving of a car.

Other Duties as Assigned

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Signatures:

Employee

Date

Supervisor

Date

Library Director

Date



Beloit Public Library Business Manager

Department: Administration

Status: Exempt Management

Range: 62

Revision Date: November 19, 2018

Organizational Relationships

Reports to: Library Director

Supervises: Administrative Assistant, custodial and maintenance staff.

General Summary

Under general direction of the Library director, with wide latitude for independent judgment and decision making, controls library accounts, expenditures, financial reports, procurement, and assists director in assigned personnel activities.

Essential Duties and Responsibilities

- Maintains library's business records.
- Maintains Blender Café business records.
- Prepares and monitors orders and payments, processes invoices.
- Assists in preparation of annual working and appropriation budget for library and Blender Café.
- Prepares financial reports, forecasts, overviews, as needed.
- Maintains library's and Blender Café's personnel records: tracks accruals, attendance, and prepares information for payroll.
- Assists in supervision and evaluation of administrative assistant.
- Assists in recruiting, onboarding, and orienting new library board members.
- Assists in the recruitment and hiring process by placing ads for positions, monitoring applications, and communicating with applicants.
- Provides general introduction to new employees on compensation and benefits and schedules employee for full orientation at City Hall.
- Monitors and reconciles library's cash.
- Purchases library and office supplies and equipment, maintains inventory, to support administration.
- Maintains positive relations with the community and library staff.
- Attends Board meeting and prepares minutes for distribution.
- Assists Library Director with administrative tasks as needed.
- Compiles monthly Board report.
- Assists volunteers, Friends at Beloit Library, and Beloit Public Library Foundation with projects, reports, and funds handling as necessary.
- Supervises custodial and maintenance staff.
- Initiates and oversees building repairs and maintenance.



- Serves as HR liaison to City Hall.
- Serves as Work Comp and other Risk Management liaison to City Hall.
- Ability to provide truthful, forthright, and complete information when voluntarily answering or providing information or when compelled to answer questions or provide information.
- Ability to maintain regular and predictable attendance and punctuality
- Other library related duties as assigned

Decision Making

- Implements scheduling and execution of required legal and financial reports and notices throughout the fiscal year.
- Prepares and advises on a variety of financial projections for Library Board and Director.
- Purchases supplies and equipment and monitors contracts to ensure quality and control costs for library in accord with the procurement policy.

Education/Experience Required

- Four years of college with emphasis on financial record keeping, including, but not limited to, bookkeeping, accounting, general ledger, and payroll.
- Minimum five years experience as a bookkeeper/accountant in a comparable environment.
- Familiarity with tax-supported governmental funding, budgeting, and procurement highly desired.

Knowledge, Skills, and Abilities Required

- Ability to communicate orally and in writing with all segments and levels of staff and public.
- Reasoning ability and mathematical skills.
- Familiarity with current computer software and ability to learn new programs.
- Ability to gather statistics and generate reports.
- Ability to work independently, organize, and prioritize work; respond to varied/changing work demands and make decisions as required; demonstrate initiative.
- Considerable knowledge of library operations, services, and materials.
- Good interpersonal skills and ability to maintain and foster cooperative and courteous working relationship with the public, co-workers, and supervisors.
- Ability to maintain confidentiality of library patron and business information.

Physical and Working Conditions

- Daily fingering: keyboarding, writing, mouse use.
- Daily sitting, standing, walking, crouching, and stooping.
- Daily bending/twisting and reaching.
- Daily lifting of up to 10 lbs and occasional lifting of up to 40 lbs.
- Daily talking and hearing; use of telephone.



- Daily corrected far vision at 20' or further and near vision at 20".
- Infrequent driving of a car.

Other Duties as Assigned

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Signatures:

Employee Date

Supervisor Date

Library Director Date



Beloit Public Library Information Technology Manager

Department: Information Technology

Status: Exempt

Range: 62

Revision Date: November 19, 2018

Organizational Relationships

Reports to: Library Director

Supervises: staff assigned to information technology support

General Summary

Under general direction of the Library Director, with latitude for independent judgment and decision making, ensures the effectual implementation, operation, and maintenance of all components of the library's information technologies.

Essential Duties and Responsibilities

- Installs, configures, and supports the library's information technology to include: data exchange networks, computer software, computer hardware, server hardware, server software, peripherals, printers, and other electronic devices related to the operation of the library.
- Installs, configures, and supports the library's integrated library system.
- Installs, configures, and supports the library's computer time and print management systems.
- Configures and supports the library's audio and video equipment.
- Configures and supports the library's door count systems.
- Supports the library's security systems.
- Supports the library HVAC systems.
- Installs, configures, and supports the Blender Café's information technology needs.
- Plans and implements information technology configuration, optimization, diagnostics, and repair of the library's technologies.
- Develops and supports the library website.
- Develops preventive maintenance and security protocols for the library's information technologies.
- Coordinates training of staff and public in use of the library's information technologies.
- Assists in hiring and evaluating information technology support staff.
- Keeps abreast of developments in technologies through contact with vendors, user groups, attendance of workshops/conferences, and literature review.



- Works with City's Information Technology Division to resolve problems related to City network and telephone systems that affect the library.
- Maintains positive relations with the library's communities and library staff.
- Prepares reports and analyses for library and Blender Café as needed.
- Participates in annual budget planning for information technology operations both short and long term.
- Participates in materials selection and weeding for information technologies.
- Ability to provide truthful, forthright, and complete information when voluntarily answering or providing information or when compelled to answer questions or provide information.
- Ability to maintain regular and predictable attendance and punctuality.
- Other duties as assigned.

Decision Making

- Participates in setting policies and procedures for the library's information technologies.
- Recommends information technologies to meet the needs of library and its users.
- Determines course of action for resolving major library information technology problems.

Education/Experience Required

- A Bachelor's degree in a related field from an accredited four year college or university.
- Five years of relevant experience in information technology.

Knowledge, Skills, and Abilities Required

- Comprehensive knowledge of modern methods and techniques of data processing equipment, systems analysis and design.
- Good problem solving and time management skills.
- Considerable verbal, written, and interpersonal communication skills to deal effectively with department heads, vendors, other personnel, and the library's community.
- Knowledge of current operating systems, office productivity suites, and graphic design suites.
- Knowledge of data exchange networks such as LANs, WANs, CANs, and Wifi.
- Ability to function effectively as part of a team.
- Ability to be tactful and respect confidentiality.
- Ability to supervise the work of others.



Tools/Equipment

Use of the following equipment: computer with mouse, terminal, serial and parallel cable connectors, book carts, calculator, camcorder, all types of printers, various hand tools, copy machine, fax machine, telephone, typewriter, flatbed scanner, LCD projector.

Use of the following: computers, servers, data processing equipment, data exchange network equipment, peripherals, electronic devices, printers, hand tools, A/V equipment, multi-function photocopiers, fax machines, telephones, cell phones, and staff radios.

Physical and Working Conditions

- Daily fingering: keyboarding, writing, mouse use.
- Daily sitting, standing, walking, crouching, and stooping.
- Daily bending/twisting and reaching.
- Daily lifting of up to 10 lbs and occasional lifting of up to 40 lbs.
- Daily talking and hearing; use of telephone.
- Daily corrected far vision at 20' or further and near vision at 20".
- Infrequent driving of a car.
- Ability to lift information technology equipment weighing up to 40 pounds.
- Ability to push a cart of information technology equipment weighing greater than 100 pounds.

Other Duties as Assigned

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Signatures:

Employee

Date



Supervisor

Date

Library Director

Date



Beloit Public Library Marketing & Communications Coordinator

Department: Administration

Status: Exempt

Range: 59

Revision Date: April 17, 2019

Organizational Relationships

Reports to the Library Director for general instruction and review. Regularly reports on library marketing/PR/communications activities to Director, Library Board, Leadership Team, and staff in writing and/or at meetings as required.

General Summary

This position plans and conducts marketing, public relations, communications, and outreach in support of Beloit Public Library's (BPL) strategic plan through publicity, media relations, special events, publications, signage, exhibits and displays, and networking with key groups including the Arrowhead Library System (ALS), government officials, business leaders, and local institutions.

Typical Skills

- Strong written and oral communications skills.
- Problem-solving and analytical abilities.
- Attention to detail.
- Ability to manage multiple projects and adjust priorities.
- Ability to work in a team environment.
- Strategic planning skills.
- Technical skills (computers, design, digital media knowledge).

Principal Duties and Responsibilities

Essential Functions

- Identifies, develops, and maintains ongoing relationships with community partners to create opportunities that keep the library's products, services, events, and programs in front of the public.
- Coordinates special promotions, including planning, pacing, and implementation.
- Coordinates all library marketing and PR communications between BPL and partner affiliates' Public Information Coordinators for efficiency and effectiveness, ensuring all activities are aligned with BPL's strategic goals.



- Works collaboratively with Head of Programming & Community Engagement on outreach activities and partnerships.
- Acts as Public Information Officer in times of crisis.
- Coordinates all external advertising, including traditional and social media, using current formats and tools.
- Evaluates success of programs in fulfilling the needs of the target audience.
- Ability to provide truthful, forthright, and complete information when voluntarily answering questions or providing information or when compelled to answer questions or providing information.
- Ability to maintain regular and predictable attendance and punctuality.

General Functions

- Develops and revises library marketing plan and PR policy.
- Develops promotions with original, creative public relations and marketing ideas that will raise awareness about library programs, new library resources, and ways libraries are changing to better serve their communities.
- Researches, writes, edits, and proofs print and electronic content for publication.
- Performs functions in person, over the telephone, and via e-mail with outside agencies and customers.
- Stays informed of new trends and innovations in the fields of public library services and issues, as well as marketing and communications.
- Possesses graphic design skills and the ability to use ALS-provided templates.
- Has the ability to adapt to and learn applications and emerging technologies to fulfill requirements of the position.
- Is self-motivated, organized, and able to perform multiple tasks simultaneously under tight deadlines.
- Understands branding principles and tactics through multimedia and the Web.
- Understands customer and market dynamics and requirements, and current market research techniques.
- Participates in budget development for marketing, public relations, and outreach.
- Actively seeks opportunities to promote the library to the public.
- Is able to exercise discretion, tact, and professionalism when representing the library in all situations.
- Communicates with and supports Friends at Beloit Library (FABL), Beloit Public Library Foundation, and other community partners, including promoting their events, periodically attending meetings, and updating them on library projects.
- Works with other area libraries to cross-promote services and other offerings.
- Speaks publicly on radio stations and at events, ensuring a consistent and positive message that conveys the library's strategic plan.
- Leads PR meetings of the library staff committee.
- Develops and implements a Blender Café marketing plan with the Café Manager.
- Coordinates outreach, including the outreach calendar, staffing of events, and outreach supplies.
- Updates website and social media content, keeping information current and accurate.



- Develops and maintains relationships with local and state legislators to keep library issues fresh in their minds.
- Other library-related duties as assigned.

Knowledge, Skills, and Abilities

Required

- A Bachelor's Degree in journalism, communications, English, marketing, or related field with progressive experience in public relations/marketing, including a strong background in writing/editing/proofreading and media relations. Equivalent combinations of education and experience may be considered.
- A valid driver's license and the ability to travel as needed.

Desired

- Proficiency in Microsoft Office Suite.
- Basic knowledge of Adobe applications.
- Good photography skills with a general knowledge of current techniques, principles, and equipment.

Physical and Working Conditions

- Daily fingering: keyboarding, writing, mouse use.
- Daily sitting, standing, walking, crouching, and stooping.
- Daily bending/twisting and reaching.
- Daily lifting of up to 10 lbs and occasional lifting of up to 40 lbs.
- Daily talking and hearing; use of telephone.
- Daily corrected far vision at 20' or further and near vision at 20".
- Frequent driving of a car.

Other Duties as Assigned

In an effort to provide for continuity of government under ss 166.23(1) and City of Beloit Code of General Ordinances 1.11, you may be required to provide administrative support for the City of Beloit Emergency Operation Center or other city department during declared states of emergency. This may require an altered work schedule during the declared emergency.

The above is intended to describe the general content of the requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements.



Signatures:

Employee

Date

Supervisor

Date

Library Director

Date