

**Thomas Crane Public Library**  
**Adult Services Librarian –**  
**Programming & Outreach Specialist**

General Statement of Duties

The Adult Services Librarian – Programming & Outreach Specialist may work at the Main Library or branch locations performing a wide variety of information, reference and reader's advisory services; instructing customers in the use of library resources and technology; planning and delivering public programs for adults; and developing and providing outreach services for adults and multi-age audiences.

Supervision Received

Works under the general supervision of the Assistant Director and the direct supervision of the Head of Information & Outreach Services.

Principal Duties

*Information Services*

- Provides a full range of information services to the public, including reference and reader's/media advisory, in person at public service desks, by phone and online, and through public programming, while ensuring that each library user receives the highest possible standard of customer service.
- Teaches customers how to use commonplace digital resources, services and devices.
- Develops novel ways to curate and share information with the public; Develops and promotes library resources and services to specific user populations, including physical and virtual displays, book talks, finding aids and related activities.
- Refers customers to supplemental resources both within and outside the library.
- Provides circulation services as needed, including registering library users and placing user holds.

*Programming & Outreach*

- Assists in planning, scheduling, presenting and evaluating educational, cultural and social programs for adults, in-person and online, live and recorded.
- Assists in developing and delivering outreach activities to adult and multi-age audiences, including homebound and outreach material delivery services.
- Conducts in-person and virtual group visits and tours.
- Assists with publicizing and promoting programs and services, including writing copy for planned events and appearing in educational and promotional videos.
- Develops and maintains effective relationships with community organizations to promote library services and programs.
- Participates in civic organizations and community activities, and explores opportunities to create awareness of library services in the community.

*Resource Development*

- Assists in developing and maintaining materials collections and information resources such as print publications, electronic resources, website content, and other media formats.
- Prepares physical and virtual reading lists and finding aids and utilizes electronic

resources to find new means of providing resources and services to the public.

- Participates in the development and maintenance of content for the library website and social media platforms.

#### *Training & Staff Development*

- Maintains an area of expertise in providing library services to diverse populations; Keeps current with knowledge and trends related to urban public library services
- Keeps informed of library policies and procedures, new and emerging technologies, popular literature and library trends
- May instruct others in work procedures and may provide direction to others on a project basis
- May develop and deliver trainings to library staff, including library assistants and other librarians
- Participates in library teams, committees and trainings in support of library strategic initiatives
- Attends professional meetings and workshops and participates in appropriate professional organizations and committees

#### *Leadership Support*

- Engages in effective teamwork to achieve library-wide goals through positive collaboration with others
- Interprets and applies library policies and procedures for customers and resolves customer complaints
- Takes ownership of the public service environment to ensure the safety of staff and the public and maintain an appropriate atmosphere and discipline
- Assumes a leadership role to address emergency situations, as required

#### *Other Duties*

- Assists with responsibilities related to technology functions and equipment
- Provides service at all library locations with schedule to include regular evenings and weekends
- Performs related duties as assigned

#### Qualifications:

##### *Education*

- Must have an M.L.S. from an ALA-accredited library school.

##### *Information Services*

- Minimum one year of experience providing information services preferred
- Must have knowledge of the principles and practices of public library work, including reference, information, and reader's advisory services
- Must have knowledge of general and specialized research tools and techniques
- Must be able to answer, or provide appropriate referrals in response to, specialized and general reference questions
- Must have knowledge of reader interest levels, books, authors and reading genres

##### *Programming & Outreach*

- Must have experience planning and delivering programs for adults; at least one

- year of programming experience preferred
- Knowledge of program and event planning, community outreach methods and programs
- Copywriting skills and experience preferred
- Experience with online program platforms an asset

#### *Technology*

- Must have current working knowledge of common office computing technology, library applications, and library automation systems, and be able to use online Internet searching methods and information resources
- Must be familiar with commonplace social media platforms
- Familiarity with HTML and website content management systems desirable

#### *Customer Service*

- Minimum one year of experience providing customer service and/or instructional or outreach services to the general public
- Must possess a positive customer service attitude, professional demeanor, and the ability to be friendly, courteous and tactful with the public

#### *Communication and Interpersonal Skills*

- Must be able to communicate clearly, diplomatically, and in a friendly and positive manner with staff and library users from diverse ethnic, socioeconomic and cultural backgrounds, and listen to, understand and interpret the concerns of others
- Must be able to plan programs, develop program handouts, and conduct effective classes and programs for the general public
- Must be able to establish and maintain effective working relationships with all levels of library staff and work collaboratively in a team environment to find solutions to problems
- Experience in public speaking and formal writing skills are highly desired, as is fluency in more than one language
- Must be able to communicate effectively in English, both orally and in writing, and be easily understood on voice telephone

#### *Other Required Skills and Abilities*

- Must be flexible, able to handle multiple competing priorities and tasks, adaptable to change, and able to work effectively and meet deadlines in a fast-paced and rapidly changing environment
- Must be able to work independently with limited supervision and to exercise initiative and good judgment in the performance of duties
- Must be able to accurately carry out complex procedures and pay close attention to detail

#### *Physical Demands and Work Environment*

##### Physical Demands:

- While performing the duties of this job, the employee is frequently required to:
- Sit or stand for extended periods of time, to bend, stoop, and walk, and to talk and hear
- Use hands to finger, handle, or feel objects, tools, or controls; and to reach with hands and arms
- Lift and carry books and other library materials up to 50 pounds, push loaded book trucks

- up to
- 150 pounds, and operate a variety of machinery and equipment, including office equipment such as computers, scanners, copiers, facsimile machines, CD/DVD players and related equipment.
  - Vision requirements include close vision, distance vision, depth perception and the ability to adjust focus

**Work Environment:**

While performing the duties of this job, the employee will encounter hectic or demanding situations, including behavioral issues and frequent interruptions, with maximum flexibility required. The job involves working a varied schedule, including evenings and weekends, and assignment at a variety of library service points and branch library locations. Employees must be willing and able to travel between branch locations and to attend meetings and events outside the library.

Must possess a valid Massachusetts Class D driver's license and regular access to a motor vehicle or other means of transportation that can be used for the delivery and transport of outreach materials.

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