



Position Description: Community Outreach Technician

Job Summary

This position is responsible for providing adult programming services to the community and developing the library's engagement with the community, including marketing.

Duties

Under the direction of the Chief Executive Officer and adhering to assigned budgets, policies and procedures:

- Develops, plans and delivers programs for adults of all ages from needs assessment through to conclusion and evaluation ensuring a balance of interests in meeting diverse adult needs. Actively involves users in planning, implementing and evaluating programs.
- Aligns programs and outreach services with the library's goals and objectives.
- Evaluates adult programs and outreach using appropriate evaluation strategies and uses results to improve future programming efforts.
- Seeks out and establishes partnerships with community-based organizations and individuals in the community to address gaps in services and programming.
- Develops programs to acknowledge and celebrate the cultural diversity of the community.
- Identifies program venues outside of the library.
- Investigates the options for programs through research, benchmarking with similar organizations, consulting with colleagues, focus groups, etc.
- Engages with the community through attendance and presentations at community meetings and community events to promote the library and its programs.
- Assists with circulation desk duties including with library patrons, providing circulation and information services using print and online resources to answer reference questions and provide reader's advisory.
- Promotes the library's programs and outreach to the community via displays, newsletters, pamphlets; media releases, posters in print and online, and utilizing social media.
- In consultation with CEO, create volunteer positions and select coordinates the tasks of assigned volunteers, ensuring continuity.
- Undertakes targeted outreach efforts towards special need, under-served and non-user populations with services, collections and programs designed to meet their needs.
- Coordinates the library's book sale and designated events.
- Visits local organizations and community partners to promote programs and services.
- May make presentations on library services during community visits.
- Assist with researching and recommending relevant grants. May assist the CEO with the writing of grants and the administration from the application process, disbursement, and evaluation.
- Provide backup to Bibliographic Coordinator to ensure timely information is posted on library website.
- Compile statistics and prepare monthly reports on attendance of all adult programs.
- Assist with fundraising events.
- Responsible for the Library in absence of more senior staff (patrons, security, closing, etc.
- Act as occasional back-up for delivery of prepared children and teen programs.
- Act as primary staff liaison to the Friends of the Petawawa Public Library.
- Handles cash related to overdues and other fees.
- Other duties consistent with job responsibilities.



Skills, Knowledge, Training

- Completion of post-secondary diploma or degree in relevant area, or equivalent relevant education.
- 2 years of relevant experience in a similar public service setting.
- Knowledge and experience providing programming to adults.
- Demonstrated understanding of computerized information services: data and records; sources of information; data handling; database structure and uses; web-based and online facilities.
- Experience developing website content and using social media, using Microsoft Office, social media, poster creation software, etc.
- Demonstrated creativity and innovation.
- Demonstrated skills at creating promotional materials, including posters, video and social media content.
- Personal attributes: superior interpersonal skills and communications, including public speaking; problem-solving; critical thinking; flexibility; demonstrates a learning and growth mindset; valuing of diversity; excellent interpersonal skills and customer service abilities.
- Demonstrated attention to detail.
- Demonstrated strong organizational skills including the ability to effectively and efficiently manage work, scheduling, and priorities to support customer-focused services.
- Knowledge of and commitment to library values, including of intellectual freedom.
- Current First Aid and CPR-C certification preferred.

Abilities

- Demonstrated ability to establish and maintain positive working relationships with the public, staff, external agencies, and to work as a member of a team.
- Ability to give and receive constructive feedback.
- Ability to work a variety of shifts, including days, evening, weekends and statutory holidays.
- Current and appropriate criminal records check – vulnerable sector.
- A valid driver's license and reliable access to a vehicle.

Working Conditions

- Works 40 hours per two week period, including assigned evenings and weekends.
- Work may be somewhat stressful when meeting deadlines and organizing multiple activities.
- Extended periods of working at a computer or at an assigned service point.
- Some lifting to a maximum of 30 lbs. may be required occasionally.
- Adheres to all legislation, policies and procedures applicable to the position (e.g. Health and Safety, Human Rights, library policies, etc.).

Hours of Work: 40 hours biweekly

Must provide a criminal record check with vulnerable sector screening.

Modified: January 24, 2022

Previously modified December 20, 2021; October 23, 2013