

GLEN RIDGE PUBLIC LIBRARY

SENIOR LIBRARY ASSISTANT MARKETING & ADULT PROGRAMMING JOB DESCRIPTION

DEFINITION

The Senior Library Assistant Marketing & Adult Programming performs paraprofessional duties within established Library regulations and procedures under the supervision of the Principal Library Assistant Circulation/Technical Services. The Senior Library Assistant Marketing & Adult Programming is primarily responsible for planning, conducting, and facilitating programs for adults in addition to being responsible for designing marketing materials and promoting library programs, collections, and services through various media channels.

Job Classification: Senior Library Assistant

Reports to and is evaluated by: Principal Library Assistant Circulation/Technical Services or other designated supervisor or managerial staff member appointed by the Board

PRIMARY DUTIES & RESPONSIBILITIES:

- Responsible for promoting library programs, collections, and services through various channels
- Designs print and electronic newsletters, and flyers, posters, pamphlets, etc.
- Develops, initiates, and maintains various programming and events for adults
- Acts as main contact for performers and presenters for adult programs
- Research, contact, and negotiate with potential performers; network with local agencies
- Coordinates and schedules adult programs, classes, and events in cooperation with other departments and meeting room needs
- Maintains and coordinates online event calendar for all departments
- Manages marketing and adult programming budgets
- Seeks feedback from the community on programming through informal and formal methods
- Runs a book discussion group
- Assists with the library's social media presence
- Provides monthly programming statistics
- Provides Circulation Services on a routine basis including regular evening and Saturday shifts
- Participates in the full range of Circulation Desk duties, including, but not limited to: charging and discharging Library materials, computing and collecting fines, registering new borrowers, placing requests, and assisting with the daily delivery of material
- Answers and routes telephone calls in a professional & polite manner
- Answers basic questions on Library organization, holdings, policies and procedures; refers more involved questions to appropriate staff
- Assists the public in basic use of Library resources and equipment, including the online catalog
- Shelves and shelf-reads all Library materials
- Follows opening and closing procedures
- Provides support in other departments as needed
- Performs other duties as assigned

KNOWLEDGE, SKILLS, ABILITIES

- Highly creative with ability to design eye-catching and informative marketing materials
- Able to use graphic design and electronic communication software effectively
- Independently plan, organize and coordinate work on multiple projects simultaneously, exhibiting strong attention to detail
- Must be able to meet deadlines
- Must respect the privacy of all Library patrons & colleagues and maintain confidentiality of Library records according to New Jersey Statutes

- Must be able to interact tactfully and courteously with the public and maintain positive working relationships with other employees
- Must be familiar with the Library's personnel manual and Library policies and procedures
- Should be highly organized, flexible and able to multitask
- Must participate in staff meetings and additional training as required and approved by the Library Director. Special situations, as defined by the Continuing Education and Meeting Attendance policy, will require additional approval by the Library Board

QUALIFICATIONS:

- College graduate or an equivalent degree with a two year minimum of similar work experience in graphic design
- Must be able to work both evenings and weekends on a regular basis
- Must have good typing/keyboarding ability and good computer skills
- Must be fluent in English with excellent oral and written communication skills
- Must be reliable and punctual in attendance
- Must be able to work as a supportive team member
- Must be physically able to lift and carry Library equipment and supplies