



## CLASS SPECIFICATION

Class Title: Library Outreach Manager  
Department: Library  
FLSA: Exempt

Class Code: 418  
Eff. Date: 1/2/2020  
Grade: 20

### GENERAL PURPOSE

Under direct supervision of the Library Director or Deputy Director, manages, implements and monitors community outreach initiatives, public relations and marketing and conducts library and joint sponsored programs for the library system.

### EXAMPLE OF DUTIES

Proactively develop and implement a comprehensive outreach program and marketing plan.

Implements the overall content and format of internal and external social media and web content, upon approval, and creates accurate, informative and appealing communication tools for the library system, including handouts, signage, flyers, and press releases. Responds to media inquiries about programming. Implements approved social media strategies based on county policy as well as the library's best practices; collaborates with staff to develop and deploy timely and compelling content.

Creates, edits, and manages regular content updates to online and related resources including social media platforms (e.g Twitter, Facebook, Instagram, Snapchat) and website content management platforms (e.g. Sitefinity, Wordpress, Drupal) for the Library. Interprets metrics from such resources.

Maintains budgetary guidelines for programming in conjunction with the library's overall budgetary process. Monitors annual outreach and programming budget resources. Researches, writes and acquires grants to support library programming.

Develops and implements a regular schedule of programs such as book discussion groups, community focused programs and author visits; facilitates the delivery of a variety of programs that encourage involvement from patrons of all ages. Designs and executes strategies that inform community groups, partners and organizations of library events and services that would be of interest to their specific audiences. Prepares community analysis and conducts surveys regarding current and future programming needs.

Supports programming efforts for patrons of all ages, working closely with designated staff to plan and execute system-level programs including but not limited to summer reading efforts, special family programs, and programs that support overall county initiatives in which the library is involved.



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Develops and maintains community partnerships with government agencies, schools, non-profit organizations and social groups. Prepares strategic plan reports or presentations designed to educate and inform the Davis County community.

Evaluates the overall success of programs and events, prepares and submits reports and statistics as requested by the Director.

Participates in system level assignments and special projects including but not limited to countywide committees, capital construction projects and special ordering projects.

Operates a motor vehicle in a safe manner and in compliance with all Utah laws and regulations.

Performs related duties as assigned.

### MINIMUM QUALIFICATIONS

#### 1. Education and Experience:

Graduation from an accredited college or university with a Bachelor's Degree plus three (3) years of library experience. An equivalent combination of related education and experience will be considered.

Preference for direct experience in community outreach, program planning, delivery and evaluation; contract procurement and oversight of publicity for an organization.

#### 2. Special Qualifications:

Must pass a criminal history background investigation.

Must furnish personal transportation for on-the-job travel.

Must possess a valid driver license. New employees with an out-of-state license must obtain a valid Utah Driver License within sixty (60) days of hire date (exceptions for military personnel and their dependents).

Employees driving a personal vehicle while on county business must maintain the minimum vehicle liability insurance as specified in the Utah Code.

#### 3. Necessary Knowledge, Skills, and Abilities:

**Knowledge of:** programming and outreach concepts, practices, principles and strategies; methods, techniques and technologies used for formatting design and layout for print and



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electronic text and graphics; principles, techniques, procedures and methods used in the composition of production of a variety of print and internet communications; information

dissemination techniques and methods; strong project management knowledge to manage various tasks simultaneously.

**Skill in:** operating all applicable computer hardware and software and other common office equipment; retrieving necessary information.

This position may require the driving of a motor vehicle; skill in operating a motor vehicle in a safe manner, ability to insure a motor vehicle, knowledge of Utah motor vehicle rules and regulations.

**Ability to:** exercise sound independent judgment and make sound decisions; gather, analyze and interpret data to determine library programming needs; oversee budget allocation; perform efficiently under pressure/deadlines; communicate effectively (orally and in writing); follow written and oral instructions; establish and maintain effective working relationships with supervisors, employees, other agencies, and the general public.

## WORKING CONDITIONS

Maintain concentrated attention to detail for sustained periods of time. Work a flexible schedule that may include evenings and weekends; work extended hours as necessary.

The above statements are intended to describe the general nature and level of work being performed by persons assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. ***All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.***