

OUTREACH SERVICES MANAGER

(Range 121)

DEFINITION

Responsible for the management of the planning, coordination, implementation, and partnership evaluation of outreach services to difficult-to-reach and underserved populations of all ages outside of library buildings; provides support and supervision to staff for Library District programming of outreach services in the community.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Community Engagement Director.

Exercises supervision over assigned subordinate Community Engagement staff.

RESPONSIBILITIES:

Essential and marginal functions and responsibilities may include, but are not limited to the following:

This class specification lists the major duties and requirements of the job and is not all-inclusive. Incumbent(s) may be expected to perform job-related duties other than those contained in this document and may be required to have specific job-related knowledge and skills.

1. Plans, organizes, schedules, supervises, reviews, and evaluates the work and service priorities of assigned staff; trains staff in work procedures; hires department staff; administers discipline as required; performs performance evaluation and counsels employees as required.
2. Identifies and evaluates community needs; develops, prioritizes, and implements outreach strategic plans that align with the Library District's strategic framework to assist underserved populations.
3. Selects, plans, implements, and schedules outreach visit initiatives, including but not limited to: pre-schools, schools, adult events, homebound patron services, and face-to-face promotional opportunities at fairs, festivals, parades, sporting events, business, non-profit, government, library, and community partner events; coordinates efforts with library branch staff and other departments as required.
4. Leads staff in the development and implementation of early childhood education training to serve child care facilities and family engagement throughout the community; identifies and selects community partners, organizations, and trainers to instruct; selects the use of training manuals, online learning modules, and course material used in trainings; and evaluates the effectiveness of training programs, instructors, vendors, partners, and materials.
5. Develops and maintains relationships, including forging organizational partnerships, between the Library District and public schools, charter schools, community groups, organizations, businesses, and government agencies; confers with administrative community leaders; participates as an active member on Library District and

OUTREACH SERVICES MANAGER
PAGE 2

- community committees.
6. Attends multi-cultural community events to promote diversity and library services.
 7. Develops and implements an outreach communication plan for the public and various community partners that promotes Library District services offered.
 8. Manages system-wide library and community outreach traveling services.
 9. Presents to small and large groups of youth, teen, and adult groups, community partners, and Library District staff to market all types of library services.
 10. Assists the Branding and Marketing Department in developing and integrating marketing materials, video, and hands-on presentations into outreach events; markets Library District materials with community partners; and monitors/uses social media outlets to increase awareness of outreach events and library services.
 11. Assists the Development and Planning Department in seeking grant ideas, researching new opportunities, administering grant projects, and providing management oversight including financial analysis and community impact reporting for grant programs of the outreach department.
 12. Develops and administers department budget.
 13. Compiles statistics, reports, and planning documents to monitor projects; evaluates the effectiveness and efficiency of outreach programs.
 14. Promotes and supports the overall mission of the District by demonstrating courteous and cooperative behavior when interacting with public and staff; acts in a manner that promotes a harmonious and effective workplace environment.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

1. Basic supervisory principles and practices.
2. Principles and practices of community engagement, and library sciences and services.
3. Current trends and developments in the fields of community engagement and library services.
4. Early childhood and teen development, adult parenting, and literacy practices.
5. Emerging technologies in the library field.
6. District policies and procedures.
7. Principles and techniques of preparing effective written informational or educational materials.
8. Computer applications related to the work.

OUTREACH SERVICES MANAGER
PAGE 3

9. Principles and practices of program management.
10. Correct business English, including spelling, grammar, and punctuation.
11. Techniques for dealing with a variety of individuals from various socioeconomic, ethnic and cultural backgrounds.

Skilled in:

1. Planning, developing, implementing and managing library services and programming.
2. Using automated library systems and resources.
3. Instructing others in the use of library systems and services.
4. Planning, directing, and reviewing the work of others on a project or day-to-day basis.
5. Instructing others in work procedures.
6. Library research techniques and literacy programming implementation.
7. Making accurate arithmetic calculations.
8. Maintaining accurate records, files, and inventories of equipment.
9. Preparing clear and concise reports, correspondence, and other written materials.
10. Using initiative and independent judgment within established procedural guidelines.
11. Organizing own work, setting priorities, and meeting critical deadlines.
12. Contributing effectively to the accomplishment of team or work unit goals, objectives, and activities.
13. Establishing and maintaining effective working relationships with those contacted in the course of the work.

Training and Experience:

Bachelor's degree. Two (2) years of professional experience in outreach, library services, education, youth, and/or family services.

License, Certificate, or Requirements:

Possess, or have the ability to obtain, a valid Nevada Driver's License at the time of hire.

Continued employment is contingent upon all required licenses and certificates being maintained in active status without suspension or revocation.

AED/CPR certification within six (6) months of date of employment.

**OUTREACH SERVICES MANAGER
PAGE 4**

Physical Requirements:

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Mobility to work in an office setting, use standard office equipment and stamina to sit or stand for extended periods of time; strength to lift and carry up to 20 pounds; vision to read printed materials and computer screens; and hearing and speech to communicate in person or over the telephone.

Environmental Requirements:

Work is subject to travel.

FLSA: EXEMPT
CBA: SUPERVISOR 1
DEVELOPED: MAY 30, 2017
FEBRUARY 21, 2018