



## Adult Programs Associate

**Position Description:** To initiate, plan and implement special programs for community members; to plan and manage the adult programs budget; to manage and post to social media; to assist patrons using the library, and to perform a wide variety of technical and clerical library work.

Responsibilities and Expectations:

### **Position-Specific**

#### Program Planning

- Identifies and responds to community needs, tastes, trends, and resources
- Works closely with the Adult Services Manager to design and implement innovative programming for the Library, primarily for adults, based on priorities established with the Director and Adult Services Manager
- Participates in event marketing by developing, designing and producing quality promotional materials, including but not limited to brochures, booklists, and program flyers
- Produces quality web content, emails and other forms of digital marketing
- Maintains regular communications with other agencies, institutions, organizations, groups and individuals serving the community
- Contacts potential program presenters and evaluates potential programs
- Sets up agreements with presenters and finalizes all preparations including scheduling, costs, invoicing, travel arrangements, technological needs, room setup and takedown, refreshments, and virtual program processes
- Sets up and takes down areas for programs
- Sets up, operates and troubleshoots all technology equipment involved in programs
- Communicates programming information and activities to PR sources and web development staff in a timely manner
- Informs staff about programming information and activities
- Evaluates and reports on success of programming contacts, programs, and services
- Plans and monitors purchases made from the adult programming supplies and presenter budgets
- Prepares invoices and submits in a timely manner
- Purchases programming supplies and submits receipts in a timely manner

#### Social Media

- Manages social media presence for Library under direction of Assistant Director/Adult Services Manager
- Identifies and posts library-related events, news, and topics of interest to market, inform, and engage community members
- Monitors and responds to community feedback on social media posts

#### Displays

- Creates engaging monthly displays of library materials that correlate with upcoming programming and communications calendaring

#### Circulation and Reference

- Maintains thorough knowledge of circulation system
- Maintains thorough knowledge of online and print resources
- Staffs reference desk as assigned
- Assists at circulation desk as needed
- Assists in directing volunteers in library procedures
- Performs circulation duties including registering patrons for new cards, checking out, and renewing materials
- Provides reference and reader's advisory service to adult and juvenile users in person and over the telephone, using materials in a variety of formats
- Reserves library materials for patrons using in-library and interlibrary loan procedures
- Trains patrons in use of automated catalog system and other library equipment available for public use

#### Collection Development and Maintenance

- Recommends titles for purchase in relation to Library programs

### **General LA2 Responsibilities and Expectations:**

#### Customer Service

- Provides accurate and consistent access to information, materials, services, and programs to patrons and co-workers in a timely manner and with a good attitude
- Makes accurate referrals to co-workers, supervisor, or other community agencies as appropriate
- Interprets policies and procedures to public in a customer-responsive manner

#### Library Operations

- Observes safety hazards and emergency procedures
- Observes library policies
- Identifies problems and reports appropriately to Director
- Operates all office equipment and performs necessary office procedures utilizing copier, phones, and others as appropriate
- Operates all library equipment and performs necessary library procedures utilizing computers, DVD and VCR players, projector, and others as appropriate
- Follows all opening and closing procedures
- Performs variety of duties supporting the overall operation of the library as assigned

#### Professionalism

- Maintains working knowledge of materials collections, services, and programs.
- Attends workshops, trainings, and conferences as appropriate
- Participates in staff development activities
- Continually strives to increase job-related skills and knowledge
- Shares professional information with co-workers
- Adheres to library standards for conduct and work performance as well as ALA Code of Ethics and Bill of Rights

#### Teamwork

- Works cooperatively with co-workers, volunteers, and supervisor
- Displays flexibility in working with others
- Effectively communicates with co-workers
- Takes initiative
- Makes suggestions for solutions to problems
- Participates constructively in meetings
- Recognizes co-workers and volunteers for work well done

#### Recommended Minimum Qualifications:

- Bachelor's Degree
- Two years customer service experience
- Experience planning programs; programs in libraries preferred
- Experience developing quality marketing materials in print and digital formats
- Experience managing social media accounts
- Strong computer and technology skills; experience with computer applications in libraries preferred
- Strong verbal and written communication skills
- Strong self-initiative
- Ability to work with the public in a pleasant manner and effectively resolve service issues using independent judgment

#### Desired Qualifications:

- Experience in public library service
- Experience writing press releases
- Experience with WordPress
- Experience with Canva
- Experience in writing and posting web-based content