

Job Descriptions

University at Albany
State University of New York
University Libraries
Public Services Division
Job Description

Name:

Title: Outreach and Marketing Librarian

Reports to: Head, Reference and Research Services

Job Description:

- Develops, implements, and assesses user-focused outreach programs and initiatives in order to increase student awareness and use of the Libraries' collections, services, and facilities
- Seeks and creates opportunities for collaborative initiatives beyond and within the Libraries
- Serves on or chairs the Marketing Coordinating Committee
- Participates in initiatives of the Reference and Research Services Department
- Provides general reference service during assigned hours at the reference desks in the University and Science Libraries (may include evenings and weekends) to students, faculty, staff and community users, in person, by phone, via chat, and the Personal Assistance with Searching (PAWS) consultation service
- Participate in the development of policies and procedures for the Division and Libraries
- Performs committee duties and other responsibilities expected of a member of the University Libraries' academic faculty
- Contributes to the profession, University, Libraries, and Division through scholarship and service
- Supervise students as necessary

UNIVERSITY AT ALBANY, SUNY, LIBRARIES
Student Outreach and Communications Associate

University at Albany
State University of New York
University Libraries
Public Services Division
Job Description

Name:

Title: Student Outreach and Communications Associate

Rank: SL-2

Reports to: Director of Public Services

Job Description:

Participates in the development, planning and execution of marketing campaigns for the University Libraries. Develops, plans and executes campaigns tailored to the Dewey Graduate Library and the Science Library.

Develops and communicates to students, faculty, staff and the surrounding community information about the University Libraries services, programs and events. Collaborates closely with the Marketing and Outreach Librarian, the User Experience/Web Design Librarian and the faculty of the Dewey Graduate Library and the Science Library.

Serves as the primary content provider for the University Libraries Social Media presence including content tailored to all three libraries.

Creates, maintains and updates the digital content displayed on the digital monitors in all three libraries and maintains and updates the front page images on the libraries' website.

Serves as a resource to the Dean of the University Libraries and to the development officer in their outreach efforts.

Works to ensure a consistent visual identity for the University Libraries, working with the Web Developer and the User Experience Librarian

Develops measurable outcomes to review and evaluate the success of marketing strategies and programming efforts.

Serves on the Marketing Coordinating Committee providing representation for the Dewey Graduate Library and the Science Library.

UNIVERSITY AT ALBANY, SUNY, LIBRARIES
Student Outreach and Communications Associate

Collaborates with the Marketing and Outreach Librarian in programming and outreach activities. Serves as the lead for programming and outreach activities tailored to the Dewey Graduate Library and the Science Library.

Promotes and participates in events sponsored by the University Libraries, including Campus Conversations in Standish, various orientation activities as well as stress less events.

Collaborates with campus and community groups to provide and promote library services and resources.

STATEMENT OF DUTIES AND RESPONSIBILITIES
Librarian Series

Name:

Functional Work Title: Events & Exhibitions Librarian

Academic Rank:

Date of Initial Appointment:

Current Date:

Supervisor:

SUMMARY OF DUTIES AND RESPONSIBILITIES
(Outline of major duties associated with this position)

Under the direction of the Associate University Librarian for Research, Learning & Engagement, the Events and Exhibitions Librarian leads efforts to shape the UCSB Library as an intellectual, cultural, and social hub on campus. The Events and Exhibitions Librarian is responsible for defining, creating, and implementing a comprehensive events and exhibitions program that showcases the richness of scholarly and creative work at UCSB, and that connects researchers, teaching faculty, students, librarians, and audiences from multiple disciplines in our central campus location to learn, collaborate and engage with ideas. The Events and Exhibitions Librarian manages public programming for the entire organization, working together with Library administration and employees to realize diverse goals within a centralized framework.

DESCRIPTIVE DETAIL OF DUTIES AND RESPONSIBILITIES

- Develop and lead a comprehensive events and exhibitions program that highlights UCSB Library's contributions to the University's teaching, learning, and research mission, and brings visibility to faculty and student output.
- Work with the Instruction Coordinator and Subject Librarians to ensure that Library programming is integrated into appropriate UCSB curricula.
- Approve, schedule, coordinate, and manage all Library public events, ensuring consistency and quality.
- Collaborate and support Library departments and employees with their programming needs, in particular with the Development Director, Special Research Collections staff, and Student Success Librarian.

UNIVERSITY OF CALIFORNIA, SANTA BARBARA LIBRARY

Events & Exhibitions Librarian

- Lead annual campus-wide UCSB Reads initiative, including chairing the Selection Advisory Committee, developing and executing programming, and managing all contracting and contact with the author.
- Chair the Library Exhibitions Committee, which is charged with making procedural decisions related to exhibition spaces, content, installation, and security; reviewing and approving exhibition proposals; seeking out exhibition ideas and partners; creating an exhibitions calendar; and managing exhibition supplies and resources.
- Identify and invite campus and guest scholars, authors, curators, and artists. Make curatorial decisions for exhibitions where no other Library or guest curator is identified.
- Cultivate relationships with experts on campus in relevant areas, such as the Art, Design & Architecture Museum and other campus programmers. Seek partnerships with campus departments and community organizations around shared themes and interests.
- Hire or contract professional service providers for event and exhibition implementation, as needed.
- Bring relevant informational and training opportunities to Library employees engaged with events and exhibitions.
- Create and disseminate tools, resources, documentation, and templates for guest curators and speakers as well as Library employees involved with events and exhibitions. Work with guest curators and speakers to shape events and exhibitions for UCSB general audiences.
- Define, maintain, and enhance appropriate spaces, equipment, and supplies for events and exhibitions in the Library.
- Work with Communications & Marketing Manager to promote events and exhibitions through various broadcast channels (print, television, radio, online), both on campus and in the local community.
- Create and maintain an online presence for Library events and exhibitions.
- Continuously evaluate the events and exhibition program to determine its effectiveness in meeting organizational goals and objectives, and to ensure the success and continual improvement of the program, utilizing standard assessment tools.
- Manage budgets for Library events & exhibitions program and UCSB Reads program.
- Submit annual report for Library events & exhibitions program.
- Supervise one student assistant, as well as student interns.
- Participate in professional activities, including serving on Library or University committees.
- As appropriate, contribute to the department's publications, outreach, and promotional initiatives.

STATEMENT OF DUTIES AND RESPONSIBILITIES
Librarian Series

Name of Librarian:
Date of Appointment:
Rank of Librarian:
Primary Supervisor:
Period Covered:

A. Student Success Librarian (50%)

Develops and implements programs aimed at engaging students with the UCSB Library and ensuring that the Library is contributing to their academic success. Investigates challenges particular to students, especially first years and those in traditionally underserved populations. Proposes initiatives to help students develop as early scholars and, ultimately, thrive as members of the UCSB research community.

Seeks out and builds relationships with student-centered units and programs across campus committed to student learning. Acts as a Library liaison to student groups, especially Associated Students and Graduate Student Association.

Follows students through their cycle from prospective student status through graduation, leading Library outreach programs during Spring Insight, Graduate Student Orientation, and Week of Welcome, among other milestone events. Organizes, offers, and trains others to lead Library orientations and tours for students, as needed.

Participates in the Library's efforts to assess how the use of Library resources and services impacts student success and learning.

B. Collection Management and Development

Collection manager for English and French. Responsible for all aspects of collection development and management for these collections, including selection of information resources, collection management (including storage, preservation, and weeding decisions), faculty liaison, collection interpretation (including specialized reference services and user instruction), collection evaluation, management of collection budgets, and resource sharing. Develops resource guides for the collections. Under the general direction of the Collections Coordinator for Humanities and Area Studies, participates in collaborative collection development projects.

C. Reference and Research Consultation

Serves at the Reference/Information Desk and participates in the UC digital reference service as assigned. Provides in-depth reference, research consultation, and user instruction.

D. Instruction Services

Provides library instruction, orientation tours and lectures, and other training as assigned. Teaches course-integrated library instruction as appropriate. Responsible for monitoring and responding to the library instructional needs of the English and French Departments. Teaches sections of Interdisciplinary Studies 1 as scheduled.

E. Professional Activities

Participates in professional programs and activities, including service on library committees and special projects as assigned. Pursues professional growth activities in the areas of student success, the first year experience, user-centered design, and/or student learning.

Signature of Employee

Date

Signature of AUL, Outreach and Academic Collaboration

Date



George A. Smathers Libraries
Administrative Services and Faculty Affairs

422 Library West
PO Box 117024
Gainesville, FL 32611-7024
352-273-2595
352-392-4538 Fax
www.uflib.ufl.edu/pers/

POSITION VACANCY ANNOUNCEMENT

POSITION: Instruction and Outreach Librarian

RANK: Assistant or Associate University Librarian

REPORTS TO: Chair, Humanities and Social Sciences Library (Library West)

SALARY: Minimum salary \$50,283 at the Assistant University Librarian rank
Minimum salary \$58,179 at the Associate University Librarian rank
Actual salary will reflect selected professional's experience and credentials

REQUISITION #: 501741

DEADLINE DATE: May 1, 2017 - applications will be reviewed beginning April 5, 2017

Please note that this posting has specific instructions for the submission of application materials - see our website at: <http://web.uflib.ufl.edu/pers/careers.htm> or the APPLICATION PROCESS section below for further details. Failure to submit the required documents may result in the application not being considered.

JOB SUMMARY

The Instruction and Outreach Librarian at the George A. Smathers Libraries is a 12 month, tenure track faculty position, which serves as the instruction, outreach, and student engagement librarian with additional responsibilities supporting Library West's Humanities and Social Sciences (H&SS) reference and collection services. Develops and leads library programs related to student engagement and information literacy instruction. Connects the Libraries with campus-wide initiatives focused on student engagement, success, and academic wellbeing. As the liaison to the University Writing Program, Innovation Academy, the Honors Program, and the Dean of Students Office, develops customized information literacy programming and works with the Assessment Librarian to assess services to undergraduate students. Works closely with and provides training and support for all Library West faculty and staff members who teach. Coordinates all major H&SS instruction initiatives in collaboration with other branch libraries.

The Libraries encourages staff participation in reaching management decisions and consequently the Instruction and Outreach Librarian will serve on various committees and teams. To support all students and faculty, and foster excellence in a diverse and global society, the Instruction and Outreach Librarian will be expected to include individuals of diverse backgrounds, experiences, races, ethnicities, gender identities, sexual orientation, and perspectives in work activities. The Instruction and Outreach Librarian will pursue professional development opportunities, including research, publication, and professional service activities in order to meet library-wide criteria for tenure and promotion.

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RESPONSIBILITIES:

1. Coordinates the Library West undergraduate instruction and information literacy program, including creating and updating instructional materials, videos, course guides, and tutorials using a variety of formats including print, digital, and web-based technologies such as LibGuides and social media.
2. Liaises with the University Writing Program (UWP), Innovation Academy (IA), the Honors Program, and the Dean of Students Office (DSO). Regularly communicates and meets with the departments' staff and faculty; provides specialized assistance to faculty and students. Builds and strengthens established relationships with groups on campus.
3. Actively pursues new humanities and social sciences outreach opportunities on campus; cultivates new constituencies and identifies new services.
4. Co-chairs the Smathers Libraries Instruction Committee and leads instruction and outreach strategies to promote and support library programs, services, and collections. Coordinates H&SS instruction programs with other libraries on campus.
5. Teaches sections of Introduction to Library and Internet Research (LIS2001). Leads the Libraries Instruction Committee in development of new content for LIS2001, supports other LIS instructors, and helps promote and market the course.
6. Provides reference services at the Research Assistance Desk, online via chat and email, and by appointment.
7. Defines goals, establishes objectives, plans and manages budgets, and coordinates collection development activities with other subject specialists and librarians.
8. Participates in appropriate professional development and continuing education endeavors and engages in scholarly research resulting in publication, including digital humanities projects.
9. Participates in planning, policy formation, and department decision-making relating to Library West services, collections, and new technologies.
10. Represents the Libraries in appropriate university, local, state, regional, and national bodies.
11. Participates in Library fundraising efforts.

QUALIFICATIONS

Required:

- Master's degree in Library and/or Information Science from an ALA-accredited program, or equivalent professional experience, plus advanced degree in subject specialty.
- Eight years of relevant, post graduate degree experience for appointment at the Associate University Librarian rank.
- Experience with in person and online instruction.
- Competence with information technologies and demonstrated effectiveness in integrating technology with traditional services and resources, particularly instruction.
- Excellent verbal and written communication skills, as well as strong presentation skills.
- Excellent analytical and organizational skills.
- Ability to work both independently and collaboratively as part of a team within a culturally diverse user community of faculty, students, staff, administrators, and the general public.
- Capacity to thrive in a dynamic environment, respond effectively to shifting needs and priorities of library constituents, and afford a willingness to be flexible with liaison and selector assignments as appointed.
- Flexible and forward-thinking approach to challenges and opportunities.
- Strong potential for meeting the requirements of tenure and promotion outlined at <http://library.ufl.edu/cdh>.

Preferred:

- Advanced degree in a related field in the humanities and/or social sciences, or in curricular design.
- Experience providing instructional services and outreach in an academic or research library environment.

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UNIVERSITY OF FLORIDA LIBRARIES

Instruction and Outreach Librarian

http://library.ufl.edu/pers/documents/InstructionOutreachLib_PVA_2017_FINAL.pdf

- Experience in provision of online and in person reference assistance to users or experience with public service.
- Experience in the digital humanities.
- Experience managing collections in an academic or research library.
- Record of including individuals of diverse backgrounds, experiences, races, ethnicities, gender identities, sexual orientations, and perspectives in research, teaching, service and other work.

THE UNIVERSITY OF FLORIDA

The University of Florida (UF) is a major, public, comprehensive, land-grant, research university. The state's oldest and most comprehensive university, UF is among the nation's most academically diverse public universities. UF was ranked 9th among public universities in Forbes' "America's Best Employers 2015. UF has a long history of established programs in international education, research and service. It is one of only 17 public, land-grant universities that belong to the [Association of American Universities](#). UF traces its beginnings to a small seminary in 1853 and is now one of the largest universities in the nation, with more than 50,000 students. For more information, please consult the UF homepage at <http://www.ufl.edu>.

UNIVERSITY OF FLORIDA LIBRARIES

The libraries of the University of Florida form the largest information resource system in the state of Florida. The UF Libraries consist of seven libraries on the Gainesville campus and three off-campus facilities; six of the campus libraries, and all of the off-site facilities, are in the system known as the [George A. Smathers Libraries](#) at the University of Florida. The remaining library is the [Lawton Chiles Legal Information Center](#). Collectively, the UF Libraries (the Smathers Libraries and the Legal Information Center) hold or provide access to over 5.45 million print volumes, 8,100,000 microfilms, 1.25 million e-books, over 152,000 full-text electronic journals, over 1100 electronic databases, 1.26 million documents and 1.35 million maps and images.

The UF Libraries have built a number of nationally significant research collections, including the Latin American, Judaica, Florida History, Children's Literature, and Maps and Imagery collections. The UF Libraries are a member of the Association of Research Libraries (ARL), the Center for Research Libraries (CRL), and the Association of Southeastern Research Libraries (ASERL). The library staff consists of more than 300 FTE librarians, technical/clerical staff and student assistants. The organizational chart is available at <http://www.uflib.ufl.edu/orgchart.pdf>.

HUMANITIES AND SOCIAL SCIENCES LIBRARY (Library West)

[The Humanities and Social Sciences Library](#) (Library West) is the largest branch library on the UF campus, with 17 faculty and 13 staff members, seating for 1,600 patrons, and 217 public computers, including iPads and other circulating technologies. Last year, Library West received over 1.2 million visitors. Renovated in 2006, the branch offers 18 group study rooms, a student video production space, faculty and graduate carrels as well as a limited-access floor for graduate students. One classroom is available with 19 computers for hands-on instruction. The Scott Nygren Digital Scholars Studio is a flexible space that allows seats to be arranged for individual or group projects, or auditorium style for presentations/workshops. Within the branch, there are four functional units: Research Assistance, Instruction and Outreach, Collections, and Circulation; these units are managed by coordinators who oversee the daily functions. See the [organizational chart](#) for current structure of the department.

COMMUNITY

Gainesville, Florida and the surrounding community are home to approximately 257,000 people and both the University of Florida and Santa Fe College. Situated just over an hour from the Gulf of Mexico and the Atlantic Ocean, the city is surrounded by over 40 nature parks, including many spring-fed lakes and rivers. In 2015, Gainesville was named the "Best Midsize College City in America" by WalletHub and

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ranked no. 7 on Livability.com's "Top 10 College Towns". Gainesville is known as an innovative municipal government and an innovative city. Gainesville continues to receive national recognition as a top-rated city. Some of Gainesville's accolades are listed at the [Gainesville Awards and Recognition](#) link. The [Guide to Greater Gainesville](#) combines award winning photography and compelling articles that capture all of the reasons for calling Greater Gainesville your next home. The area has numerous cultural institutions and is a haven for sports fans. Jacksonville, Orlando, Tampa, Tallahassee, and St. Augustine are all within a two-hour drive.

BENEFITS

Vacation days, paid holidays, and sick leave days; retirement plan options; insurance benefits; tuition fee waiver program; no state or local income tax. Prospective employees should review the information about employment and benefits at UF available at <http://hr.ufl.edu/benefits/>.

APPLICATION PROCESS

To apply, submit 1) a cover letter detailing your interest in and qualifications for this position; 2) a written statement regarding instructional needs in academic libraries (250 words); 3) your current resume or CV; and 4) a list of three references including their contact information (address, telephone number, and email). Apply by May 1, 2017 (applications will be reviewed beginning April 5, 2017). Submit all application materials through the *Jobs at UF* online application system at <http://explore.jobs.ufl.edu/cw/en-us/job/501741/instruction-outreach-librarian>. Failure to submit the required documents may result in the application not being considered. If you have any questions or concerns about this process please contact Bonnie Smith, George A. Smathers Libraries Human Resources Office, at bonniesmith@ufl.edu.

The University of Florida is an Affirmative Action, Equal Opportunity Employer and encourages applications from women and minority group members. We are dedicated to the goal of building a culturally diverse and pluralistic environment; we strongly encourage applications from women, members of underrepresented groups, individuals with disabilities, and veterans. As part of the application process, applicants are invited to complete an on-line confidential and voluntary demographic self-disclosure form which can be found at: <http://www.hr.ufl.edu/job/datacard.htm>. This information is collected by the University of Florida's Office of Human Resources to track applicant trends and is in no way considered by the Smathers Libraries in the selection process.

Final candidate will be required to provide official transcript to the hiring department upon hire. A transcript will not be considered "official" if a designation of "Issued to Student" is visible. Degrees earned from an education institution outside of the United States are required to be evaluated by a professional credentialing service provider approved by National Association of Credential Evaluation Services (NACES), which can be found at <http://www.naces.org/>.

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Campus Engagement Committee

Charge & Responsibilities

Charge: The Committee helps meet the UH Libraries Strategic Directions by developing innovative programming that promotes the UH libraries and targets specific user groups with customized outreach efforts.

Responsibilities:

1. Develop and execute innovative programming to promote UH Libraries on campus and bring users into the building
2. Collaborate with various UH units to promote library collections and services by participating in campus-wide events, such as orientations and Cougar First Impressions
3. Coordinate with the Communications Department to effectively advertise committee programming through available marketing channels
4. Develop a repository of UH Libraries-branded promotional materials to be used by all librarians
5. Research, develop, and document best practices, standards, and benchmarks for assessment of current and future outreach and promotional endeavors
6. Investigate funding opportunities for library outreach projects
7. Solicit feedback and evaluate information from library users to better inform planning and promotion of services

UNIVERSITY OF HOUSTON LIBRARIES
Position Description for the Coordinator of Outreach

Position Description for the Coordinator of Outreach

The Coordinator of Outreach position reports to the Head of Liaison Services and is responsible for providing leadership and a programmatic approach for Liaison Services' outreach to the campus and greater community. The responsibilities will include:

- Collaborate with the Outreach team, Liaison Services coordinators, and liaisons to develop a comprehensive outreach plan which highlights library services and provides consistent and coordinated messaging to campus and community partners
- Collaborate with liaisons to integrate outreach events and messaging into departmental communications and evaluate and assess the impact of the outreach performed
- Coordinate with the Liaison Services Instruction team as well as the Libraries' Campus Engagement Committee, the Director of Communications, and other relevant positions to ensure that liaison outreach is integrated into the overall Libraries' outreach and strategic plan
- Supervise three full-time librarians
- Work with direct reports to develop individual goals in accordance with the performance planning review process
- Contribute as a member of the Liaison Services Advisory Board to develop projects and personnel within Liaison Services and to support the department head

The position will also continue to have regular liaison responsibilities, including advanced, upper-division, and graduate instruction as well as research support for assigned departments.

JOHNS HOPKINS UNIVERSITY LIBRARIES

Marketing and Outreach Coordinator

Job Description

Marketing and Outreach Coordinator

The Marketing and Outreach coordinator designs, develops, and implements programs to improve patrons' interactions with the Sheridan Libraries, trains and supervises Information Desk students, and takes the lead on promotional activities and special events for the department. The coordinator investigates, assesses and promotes social media and emerging technology resources, including LibGuides and the LibAnswers Knowledge Base, to build relationships with this community; keeps abreast of relevant literature and research; and investigates current standards, trends and best practices for current and emerging social media channels. The role reports to the Academic Liaison department but also works closely with Associate Director for Collections and Academic Services and Assistant Director for Access services.

The coordinator uses his/her demonstrated leadership capabilities to implement the directorate's social media policy and coordinate contributions to social media (including Twitter, blog, and FaceBook); trains and educates staff members across the Sheridan Libraries in the use of social media channels; and prepares and maintains a marketing calendar to coordinate this work.

The coordinator serves as the library's point person for presentation of web-based library services information. This includes regularly reviewing and updating content in the library's knowledge base, service-related LibGuides, the blog, and other community-facing outlets.

The coordinator provides logistical support to curators and liaisons for exhibit and programming development, including coordinating with printers and designers, planning exhibit openings, scheduling speakers and helping with travel arrangements, and scheduling meetings.

The coordinator also maintains statistics, creates reports, and analyzes data on instruction and reference activities, to make connections between the data and user populations to improve services.

Other duties include setting agendas and taking minutes for Academic Liaison, Exhibit Committee and Special Collections Research Center meetings; serving as selector for the McNaughton Collection (books and DVDs); preparing and distributing guides, newsletters, and other departmental publications; overseeing reference collections processing; ordering supplies and coordinating conference registrations. The Sheridan Libraries are strongly committed to diversity. A strategic goal of the Libraries is to work toward achieving diversity when recruiting new and promoting existing staff.

QUALIFICATIONS:

Requires bachelor's degree and three years related experience. Computer skills including working knowledge of Microsoft Office Suite; experience creating marketing materials using the Adobe Creative Suite or other tools; demonstrated leadership capabilities; working knowledge of social media channels; experience with creating Web pages; excellent interpersonal, writing, and organizational skills; ability to set and respond to priorities, work on multiple tasks and deadlines, observe and report developing problems, and maintain confidentiality and professionalism.

PREFERRED:

Related work experience in an academic library.

University Libraries and Museums
Sheridan Libraries
JOB DESCRIPTION

Title: Librarian III, Student Engagement and Information Skills Librarian

Reports To: Margaret Burri, Assistant Director, Academic Liaison and Special Collections

Role: ATP

Level: 4

Range: PD

Position Summary: This position plans, designs, implements, reviews, and assesses programs and services that foster the research needs of students, with an emphasis on undergraduates. Capitalizing upon the intersection of orientation, learning, and research support, this position focuses on creating effective and sustainable connections between the libraries and targeted undergraduate learning environments and communities. This position partners with Expository Writing, the Writing Center, the Common Read Book Committee, the Undergraduate Public Health Program and the Office of Undergraduate Research (KSAS and Whiting) to develop programs that support student learning through positive engagement in both formal and informal settings, and explores ways to further integrate information literacy and research skills across the curriculum. This position also oversees the hiring and training of students who staff the Sheridan Libraries' Information Desk. This key triage point connects students with librarians for help at point-of-need.

The position requires a desire and ability to be responsive to the growing socially innovative academic endeavors across the disciplines. This requirement entails engagement with the university, local, and academic library communities in order to enhance and improve inclusivity in our library, and promote innovation through understanding of diverse perspectives and ideas. The incumbent also provides ongoing assessment and analysis of library instructional activities.

Responsibilities:

- Serve as a liaison to student academic groups and undergraduate learning communities that are not affiliated with specific departments
- Investigate and implement innovative and future-oriented strategies to integrate information literacy and research skills into the curriculum
- Develop best practice classroom models of integrated information competencies across different levels of classroom involvement
- Investigate, develop, implement, and share expectations and trends in teaching and learning in both academic libraries and universities in general
- Investigate aligning information literacy standards with the institution's program review, departmental learning objectives, and/or accreditation standards

- Serve as liaison to designated academic department and/or program, which includes providing research support for faculty and students; collection development and assessment; and instruction
- Serve as a full member of the Academic Liaison team, including participating in delivery of general reference services and creation of social media content
- Hire, train, and manage Information Desk students
- Serve as a member of the Library Teaching and Learning Team, and collaborate with the Center for Educational Resources (CER).
- Develop services and programs that emphasize access and inclusion.
- Deliver information literacy instruction in the undergraduate classroom.

Minimum Qualifications

- MLS from an ALA-accredited program or equivalent
- Knowledge of instructional design, pedagogy, and assessment principles for effective information literacy instruction, in both face-to-face and on-line environments
- Track-record of outstanding teaching/instruction for undergraduates
- Track-record of outstanding outreach and user-centered services, including evidence of providing a leadership role in shaping these services
- Advanced cultural competency that demonstrates an interest in participating in and leading discussions, initiatives, and collection development activities that reflect diversity and inclusion issues relevant to students, faculty, staff, and the community.
- Minimum of three years professional work in an academic library
- Demonstrated ability to make connections both across library departments and the campus
- Demonstrated ability to embrace change and welcome opportunities to experiment and innovate
- Understanding of the undergraduate research process
- Demonstrated knowledge of new and emerging technologies and the role they play in the delivery of library services
- Effective communication style

Desired Qualifications

- Demonstrated assessment and analytical skills
- Advanced degree in an academic discipline
- Demonstrated leadership ability and ability to develop short-term and long term plans in a collaborative environment

Outreach Librarian

Learning Commons, Syracuse University Libraries

Position created: November 2017

Description

The outreach librarian provides leadership for outreach activities and programming in the Learning Commons and the library as a whole. S/he utilizes innovative methods to engage with user populations and proactively collaborates with library and campus partners. The outreach librarian serves as liaison to offices and programs such as the Office of Multicultural Affairs, Slutzker International Student Center, English Language Institute and SU Abroad.

In collaboration with the Director of Communications & External Relations, and the library as a whole, the Outreach Librarian will work with others to increase the volume and types of collaborations and partnerships in which we engage, employing new strategies for reaching targeted patrons as well as improving and maintaining relationships with current users and partners across campus. The Outreach Librarian will develop best practices, advise and guide others, and lead assessments of programming efforts. The Outreach Librarian will be an active contributor to the library's social media program, professional mentoring efforts, and diversity and inclusion programming and leadership.

Major Responsibilities (outreach):

- Identify and develop new library partnerships and collaborations
- Identify, develop, and advise on best practices for outreach and engagement in academic libraries
- Plan and provide outreach services and collaborate with colleagues inside and outside the library
- Provide leadership for assessment of outreach programming
- Expand programming, explore new methods and techniques
- Conduct outreach activities in collaboration with Department Head and Director of Communications & External Relations

Specialized Knowledge/Skills

- Excellence in the use of current and emerging technologies, including instructional technologies, social media, mobile apps, and productivity tools.
- Demonstrated application of best practices in the delivery of reference and customer service, information literacy instruction, and training and mentoring colleagues.
- Demonstrated ability to effectively teach and present, both in-person and online.
- Proven success in learning commons' or other service-oriented environments.
- Exceptional oral and written communication skills.
- Demonstrated ability to establish and foster productive and effective working relationships.