

Library Marketing and Outreach Specialist

Sullivan Campus

Job Announcement

Northshore Technical Community College is accepting applications for a full-time, unclassified position domiciled at the Sullivan Campus.

Applications will be accepted until position is filled, with preference being given to those received on or before March 29, 2021.

All applicants are subject to a background check, in accordance with NTCC Policy HR-020, a criminal history check will be conducted on all new hires. NTCC participates in the federal E-Verify system for identification and employment eligibility purposes.

To apply please submit: (1) a letter of application, (2) a resume and (3) official transcript (no copies, will accept e-scripts); For a transcript to be considered official, it must be sent directly from the school/college/university to Human Resources at the following address or email:

**Attention: Hiring Manager
Northshore Technical Community College
65556 Centerpoint Boulevard
Lacombe, LA 70445
Telephone number: 985-545-1215
Email: resumes@northshorecollege.edu**

JOB SUMMARY:

The Library Outreach and Marketing specialist works under the general direction of the Library Director, performs administrative duties that include daily operation of the Sullivan Campus library. This position provides leadership in library outreach and communication strategies designed to inform, engage, and build relationships with campus and community partners. The specialist will promote Learning Commons/library resources, services, and programs to create awareness and engagement with the students, faculty and staff, and the integration of the library into teaching and learning at NTCC.

The Library Marketing and Outreach Specialist is expected to demonstrate and maintain competence in each of the following areas throughout employment at the College.

Minimum Qualifications:

Bachelor's Degree with Librarian certification. Experience with social media platforms. Experience and/or willingness in marketing and branding appropriate to an academic environment. Demonstrated ability to work successfully with others as well as independently. Commitment to professional development in the areas of librarianship, professional activity, and service.

Preferred:

Master of Library Science degree from an American Library Association (ALA) accredited institution. Demonstrated design ability to create effective visuals and visual layouts. Experience in creating or managing events or programming.

Characteristic Duties and Responsibilities

Mastery of Subject Matter

- Demonstrates accurate knowledge of the field of library and information science
- Interprets and evaluates the theories of library and information science
- Connects library and information science with related fields and the college curriculum
- Stays current in the subject matter through professional development, involvement in professional organizations and attendance at professional meetings, conferences or workshops when possible

Job Responsibilities Include:

- Creates and coordinates outreach and programming opportunities, collaborates with campus stakeholders, and participates in campus events. Leads outreach efforts by identifying and developing strategies to enhance perceptions of the Learning Commons and engagement with its resources, services, and programs.
- Coordinates all Learning Commons communications to the NTCC community and external audiences to promote and deliver information about the Learning Commons and its brand. Manages the Learning Commons' social media and online presence. Develops print and digital promotional materials that effectively communicates the mission, services, and news to a variety of audiences.
- Develops a marketing strategy that promotes Learning Commons/library resources and services to students, faculty, staff, and external audiences. Collaborates with library staff and campus partners to deliver, integrate and assess the impact of Learning Commons messages and brand.
- Serves as the liaison to the general education faculty, technical program instructors and dual enrollment partners. Collaborates with faculty in the areas of collection development, instruction, research assistance, and access to collections and information.
- As a member of a collaborative library team, manages the Sullivan campus Learning Commons, contributes to library committees and activities, and participates in local, state, regional, and national professional organizations.
- Assists with hiring and supervision of Federal Work Study and/or SGA student volunteers

Proficiencies

- Exhibits excellent communication and customer service skills
- Has knowledge of computer, office applications and library-related software
- Demonstrates strong interpersonal skills in communication with students, colleagues, staff and administration
- Ability to successfully maintain performance of assigned duties and responsibilities to achieve the desired outcome
- Ability to interact in a positive, effective manner with coworkers, Library Director, students, faculty and staff
- Ability to perform with a minimum of supervision, to work collaboratively in a team environment, and to demonstrate professional standards, good judgment, dependability, and timeliness in work environments
- Ability to adapt to multiple demands and changing priorities, to learn, and be willing to embrace change. Remains flexible.
- Some travel between campuses may be required.

SPECIAL SKILLS AND ABILITIES:

1. **Skills/Abilities:** Application and intermediate knowledge of office practices and procedures. Ability to maintain a high level of accuracy in preparing and entering information. Intermediate computer skills to include spreadsheet and word processing programs, and e-mail at a highly proficient level. Have stress management skills and time management skills. Effective phone etiquette skills. Must be able to communicate effectively in both written and verbal form. Must maintain confidentiality of work related information and materials. Must establish and maintain effective working relationships. Excellent customer service skills. Have analytical and problem solving skills. Decision making skills. Should have knowledge of document-imaging technology.

2. **Equipment Used:** Personal Computer and other equipment associated with a general office environment (copier, telephone, fax, etc.)

3. **Software Used:** A variety of word-processing, spreadsheet, database, e-mail, and presentation software.

PHYSICAL REQUIREMENTS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this Job, the employee is regularly required to sit; use hands to handle or feel and talk or hear. The employee is frequently required to reach with hands and arms. The employee will occasionally lift and/or move up to 10 pounds.

INTERPERSONAL SKILLS:

Alternative or combined skills in understanding, counseling, and/or influencing people are important in achieving job objectives, causing action, understanding others, or changing behavior; and, skills of persuasiveness or assertiveness, as well as sensitivity to the point of view of others.

WORKING CONDITIONS:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The incumbent will be located in a busy, open area office and is faced with constant interruptions and must meet with others on a regular basis. The incumbent must spend long hours in intense concentration. The incumbent must also spend long hours on the computer entering financial information which requires attention to detail and high levels of accuracy. There are a number of deadlines associated with this position, which may cause significant stress. The incumbent must also deal with a wide variety of people on various issues.

Northshore Technical Community College is an Equal Opportunity Employer

In compliance with Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, and Section 504 of the Rehabilitation Act of 1973, this Educational Agency upholds the following policy: Northshore Technical Community College campuses assure equal opportunity for all qualified persons without regard to race, religion, sex, national origin, age, handicap, marital status or veteran's status in admission to, participation in, or employment in the program and activities of this system. Each campus welcomes handicapped individuals and has made buildings accessible to them.