

LIBRARY PROGRAM COORDINATOR

CLASS DESCRIPTION

General Responsibilities

This is responsible professional and administrative work in the development, promotion, coordination, implementation, , and evaluation of community events, programs and outreach activities for Madison Public Library. The work involves responsibility for identifying community needs, coordinating program development, and developing and maintaining community relations and marketing activities. This work involves a wide range of public contacts and coordinative and procedural activities and is performed independently and collaboratively relative to determining the nature, timing and location of programming or outreach activities; working with presenters and community partners; developing funding sources; establishing promotional methods; and interpreting, explaining and applying Library policy, strategic initiatives and procedures. The work often involves operational situations that require immediate action and decision-making, coordination of multiple tasks, collaboration with other units inside and outside the agency and maintenance of high standards of customer service. Under general supervision of the Library Community Services Manager, work involves the exercise of independent judgment and initiative in management of programs and activities of the Madison Public Library.

Examples of Duties and Responsibilities

Develop and implement community cultural and educational events relevant to the vision and mission of Madison Public Library. Identify and catalog the needs and desires of all ages for learning, creating and socializing to draw the community to the Madison Public Library. Develop and maintain community relationships and explore new community partnerships for Madison Public Library programming. Increase educational opportunities at the library by developing a variety of lectures, workshops and hands-on training sessions available for people of all ages in the community. Secure and schedule performers, presenters, educators and artists in order to provide diversity in program offerings. Provide recognition and appreciation of presenters.

Manage presentation logistics for scheduling and space; arrange for setup and equipment. Negotiate and resolve conflicts of space and equipment. Work cooperatively with other staff and community partners to implement special programs, series or events.

Conduct fundraising activities. Negotiate fees with vendors and instructors for programs and activities. Identify and encourage the contributions of community-based agencies and private sector organizations to Madison Public Library programming.

Coordinate marketing and promotion in the agency, including community information efforts which enhance the visibility of Madison Public Library programs, services and activities. Publicize programs and services through appropriate media, community groups and newsletters.

Provide assistance to the Community Services Manager for a variety of public relations and outreach projects for Madison Public Library. Perform and coordinate portions of various library projects, especially as they relate to event coordination. Plan and carry out evaluation of specific events and initiatives and of overall program.

Perform related work as required.

QUALIFICATIONS

Knowledge, Skills and Abilities

Working knowledge of planning, program administration, negotiation, marketing, promotions and evaluation principles, techniques and methods applicable to public libraries, community programming and customer relations. Working knowledge of the resources and operations of Madison Public Library's nine locations. Working knowledge of practices and procedures relating to the establishment and oversight of

community programming, event production and public and media relations. Working knowledge of basic budgeting and recordkeeping procedures and practices. Knowledge of the tools, equipment and services applicable to the library, and in conjunction with community partners/presenters. Ability to use word processing, spreadsheets and database software applicable to the work. Ability to plan, organize and schedule activities in an effective, yet flexible and variable manner. Ability to coordinate and oversee the activities of staff and volunteers. Ability to manage multiple projects and tasks simultaneously and to give considerable attention to details. Ability to communicate effectively, both orally and in writing. Ability to establish and maintain effective working relations with groups, volunteers, the media, co-workers, City staff, library customers and other members of the public and business communities. Ability to obtain agreements through negotiation and discussion. Ability to prepare and disseminate effective promotional materials and program information. Ability to prepare effective written and oral presentations and funding applications. Ability to maintain necessary records and prepare complete, accurate and concise reports. Ability to work effectively and communicate with persons of various ages and socioeconomic and ethnic backgrounds. Ability to work independently and make sound decision with relatively little supervision. Ability to interpret, explain and apply Library, facility and program regulations, policies and procedures. Ability to maintain adequate attendance.

Training and Experience

Generally, positions in this classification will require:

One year of experience in the development and/or implementation of programs and activities in a Library or similar public environment. Such experience would normally be gained after graduation from an accredited four-year college or university with a degree in Business, Library Science or other related field. Other combinations of training and experience that can be demonstrated to result in possession of the knowledge, skills and abilities necessary to perform the duties of the position will also be considered.

Specific training and experience requirements will be established at the time of recruitment.

Necessary Special Qualifications: Ability to meet the transportation requirements of the position.

Physical Requirements:

Ability to lift up to 50 pounds frequently. In addition, must be able to frequently stand, walk, bend, kneel, stoop, reach overhead and repeatedly lift books weighing up to three pounds. Ability to assist in room arrangements (including moving tables and chairs) and operate equipment. Ability to adjust scheduled hours to lead selected evening and weekend programs.

Department/Division	Compensation Group	Range
Madison Public Library	18	04