

LIBRARY MEDIA COORDINATOR

CLASS DESCRIPTION

General Responsibilities:

This is responsible administrative and professional work in coordinating and directing the media program for the Madison Public Library, including the website, intranet, social media (Facebook, Twitter, Blogs), and other publicity. This work involves coordinating and publicizing the activities of the various Library branches through various media, updating and maintaining the Library website and intranet, maintaining an awareness of changes in communication technology and recommending implementation when appropriate, and includes supervision of a lower-level Librarian who assists with the technical aspects of the work. The incumbent actively participates in the overall management and administration of the Madison Public Library, especially as it relates to media activities. Under the general supervision of the Library Business Operations Manager, work necessitates considerable judgment and discretion in achieving program goals and objectives.

Examples of Duties and Responsibilities:

Participate in the administration of the Madison Public Library and evaluate library services as it relates to various media, including websites, social networking, and other areas. Assist in formulating long-range and strategic plans and in collecting and evaluating data and information relevant to long-range plans and annual goals and strategies.

Participate in the formulation of library-wide policies and procedures. Participate in developing marketing plans, library events, and library-wide public relations efforts.

Provide leadership in the workforce by communicating and building support for the library's strategic direction as it relates to media. Assume responsibility for library-wide digital marketing activities.

Hire, train, assign and evaluate professional staff. Provide consultation and direction on the more complex and/or judgmental aspects of the work. Provide for effective employee relations.

Supervise and coordinate the operations, programs, and services for marketing of the Library, including web site maintenance and control, publicity of Library events and programs, and other relevant information. Maintain awareness of emerging technologies as it relates to digital marketing activities, including social media, blogs, etc. Recommend implementation of new programs/technology as appropriate. Develop and provide training to staff on new technology.

Prepare and present various statistical and narrative reports. Represent division interests before the Library Board, community groups and governmental agencies. Prepare various grant proposals, correspondence, and budgets as appropriate.

Perform the full range professional librarian services and related activities.

Perform related work as required.

QUALIFICATIONS

Knowledge, Skills and Abilities:

Thorough knowledge of library science theories, principles, practices and terminology applicable to a public library. Thorough knowledge of professional library reference and collection development strategies and resources. Thorough knowledge of automated and manual library systems. Thorough knowledge of and ability to use computer software applicable to the duties of the position. Thorough knowledge of digital media technologies, such as website creation and development, social media, blogs, etc. Working knowledge of public administration principles and practices. Ability to develop and implement major library programs with a high degree of judgment and expertise. Ability to actively participate in the general administration of the library; to formulate long-range and strategic plans; and to provide management leadership. Ability to develop library operating procedures and processes. Ability to communicate effectively both orally and in writing. Ability to develop and maintain effective working relationships. Ability to supervise and coordinate professional library program activities and staff. Ability to hire, train, supervise and evaluate staff and to maintain effective employee relations. Ability to maintain adequate attendance.

Training and Experience:

Generally, positions in this classification will require:

Four years of advanced-level professional library work in providing leadership, coordination and management of staff, library collections and assigned facilities. This work must include at least two years experience in website development and maintenance activities. Such experience would normally be gained after graduation from an accredited library school with a Master's Degree in Library or Information Science. Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledge, skills and abilities necessary to perform the duties of this position will also be considered.

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

Special Requirements:

Ability to meet the transportation requirements of the position.

Physical Requirements:

The incumbent in this position may be expected to travel to the different library branches throughout the City of Madison.

Department/Division	Comp. Group	Range
Library	18	10

Approved:

Brad Wirtz

Human Resources Director

Date