



### Position Description

**POSITION:** Education and Outreach Coordinator  
**CLASSIFICATION:** Regular Full-time, Exempt  
**REPORTS TO:** SWLS System Director  
**SUPERVISES:** This position does not supervise other SWLS staff, but may act as staff member in charge of the office at times.

**GENERAL DESCRIPTION:** Under the direct supervision of the SWLS Director, acts as a connection point between SWLS, member libraries and their staff, and other local, regional, and statewide partners. This position works to meet the training needs of member libraries and their staff and provides high-quality training opportunities.

### ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

#### Collaborative Activities (45%)

- Annual Visits: Visits every public library service location within SWLS at least once per year to review SWLS service offerings, investigate and suggest potential areas of collaboration, assess changing member needs, and provide staff training as appropriate.
- Professional Collection Management: Manages the circulation of SWLS professional collection and kits for member libraries. Suggests potential updates/additions to the SWLS Director as appropriate.
- Promotion/Marketing: In collaboration with the SWLS Director, coordinates and promotes SWLS events, services, and resources through print media, press releases, social media, and other methods. Trains member library staff as appropriate. Areas include:
  - Databases and other shared resources or programs
  - National, state, regional, and local event promotion such as National Library Week, National Children’s Book Week, Banned Books Week, etc.
  - SWLS electronic newsletter: manages the production and release of a regular newsletter containing announcements, updates, and news items for member library staff, SWLS Trustees, and other stakeholders and general members of the public
  - Other promotional areas and tools as identified
- Electronic Resources: Oversees, trains staff on, and helps evaluate shared databases. Includes some SWLS website maintenance.

- Consulting: Provides consulting, program expertise, and plans meetings/trainings as appropriate to member libraries in the following subject areas:
  - Adult Services
  - Youth Services
  - Inclusive Services
  - Community Engagement
  - Digitization
  - Friends and Volunteers
  - Literacy Services
  - Outreach Services
  - Reference and Reader's Advisory
  - Workforce Development

**Education and Training Activities (45%)**

- In collaboration with other SWLS staff, coordinates, implements, delivers, and evaluates SWLS education and training offerings to meet the needs of staff at member libraries
- Consult regularly with member libraries to access education and training activities for staff development needs
- Collaborate with other library systems and libraries to promote and/or provide in-person and online learning opportunities.
- Prepare and distribute accurate Continuing Education Activity Report forms for director certification as needed
- Instruct member library directors and other eligible staff on the process and procedures related to obtaining Public Librarian Certification through the Wisconsin Department of Public Instruction
- Review and accept or reject Continuing Education Activity Report forms to ensure compliance with DPI requirements
- Maintain accurate records of education and training hours, including member library director CE hours and certification expiration dates
- Attend DPI trainings and meetings on Public Librarian Certification as appropriate.

**Administrative Activities (10%)**

- Attends NetSouthwest/PLAC meetings
- Attends SWLS Board of Trustee meetings
- Attends local, regional, and statewide meetings and conferences as appropriate and reports back to SWLS Director on needs, trends, and collaboration opportunities
- Assists the SWLS Director and SWLS ILS/ILL Consultant with compilation of statistics for various reports
- Assists with the orientation of new library directors at SWLS member libraries
- Develops and maintains technology capacities to aid with member library technology support
- Collaborates with SWLS staff to ensure the best possible services are provided to member libraries and communities

## **EDUCATION AND EXPERIENCE**

Required: Bachelor's Degree or substantial library expertise in the essential functions and responsibilities listed. Experience working in rural public libraries. Experience in training, marketing, outreach, and event planning.

## **KNOWLEDGE AND ABILITIES**

- Knowledge of library principles, practices, laws, and the philosophy and practices of libraries and library systems
- Ability to effectively communicate ideas and information in both verbal and written form
- Ability to meet, communicate with, and work effectively with people in one-on-one, small group, and large group settings
- Ability to adhere to SWLS service priorities and assist staff and member libraries to establish and adhere to priorities
- Ability to work in a confidential environment
- Ability to think innovatively and creatively about program offerings and opportunities for member libraries
- Understanding and empathy for issues facing a wide variety of different libraries in SWLS
- Ability to efficiently use computer software, Microsoft Office, Google Suite, email, web-based meeting software, and internet
- Highly organized and detail oriented
- Strong planning and coordination skills
- Ability to operate the following office machines: computer, printer, copy machine, scanner, camera and multi-line phone system

## **PERSONAL CHARACTERISTICS**

- Excellent problem solving skills
- Excellent interpersonal skills, including written and verbal communication
- Ability and willingness to learn new skills and try new approaches
- Flexibility to adapt to changing work environments

## **PHYSICAL REQUIREMENTS**

- Ability to sit, stand, walk, climb steps, stoop, bend, twist, and reach
- Ability to speak and hear, both for in-person, telephone, and web-based conversations
- Ability to drive long distances, in various Wisconsin weather conditions, to member libraries covering a 5-county service area
- Correctable near, intermediate, and far vision
- Ability to lift and carry 50 pounds or less
- Ability to push and pull up to 300 pounds using a cart
- Fine-finger movements to allow typing, writing, sorting, filing, and other processing tasks

## MENTAL REQUIREMENTS

- Ability to apply technical knowledge
- Ability to comprehend, follow, and give instructions
- Communication skills: effectively communicate ideas and information in both written and verbal form
- Mathematical ability: calculate basic arithmetic problems (add, subtract, multiply, divide)
- Reading ability: effectively read and understand information in manuals, reports, and bulletins
- Time management: set priorities in order to meet individual and group deadlines

## EQUIPMENT USED

Equipment may include computers, printers, copy machines, projectors, scanners, other computer peripherals, personal vehicles, delivery vans, book trucks and dollies, hand carts, cameras, and multi-line telephone system. Should also be comfortable with a variety of online meeting tools, Microsoft Office, and Google suite applications. Familiarity with Canva, OverDrive/Libby, OverDrive Marketplace, and WordPress or other website platforms is desired.

## WORK ENVIRONMENT:

SWLS serves 28 public libraries in five counties in southwest Wisconsin. SWLS headquarters is centrally located within the SWLS service area in modern office space on the edge of Fennimore, Wisconsin. The majority of the system service area lies within the beautiful Driftless Region.

SWLS has a history of being supportive and responsive to member libraries and seeks to maintain an environment that highlights engagement, service, teaching and learning, and the fostering of connections and collaborations within the region and beyond to benefit public library services and patron experiences. While some travel may be anticipated for this position and some activities take place in evenings or on weekends, the majority of work is scheduled during normal weekday hours; consistent and punctual attendance is required. The system provides some positions the flexibility to work remotely a portion of the week after an initial training period, per policy, in coordination with overall workplace staffing needs. This is a full-time position and benefits currently include earned vacation and sick leave, paid holidays, Wisconsin Retirement System participation, and the availability of health insurance, among others.

*The characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

*The functions listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of functions does not exclude them from the position if the work is similar, related or a logical assignment to the position.*

*The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*