

LIBRARY ASSISTANT III
TECHNICAL SERVICES—MEDIA AND MARKETING
Job Description

Typical Responsibilities of Position

Under general supervision, performs paraprofessional work serving patrons directly or indirectly. Has supervisory and decision-making responsibility. Uses creativity and design skills to create digital and print promotional materials and manage online library presence.

Essential Functions

1. Assists patron with reference questions and readers' advisory, bibliographic instruction, database searching, internet and interlibrary loan assistance.
2. Supports patrons with circulation desk procedures.
3. Processes new library materials after cataloging has been done; oversees staff and volunteers who complete aspects of material processing.
4. Designs and creates special interest displays.
5. Administers, manages, and edits Library website and social media.
6. Maintains online catalog OPAC screen for Library.
7. Designs and creates promotional materials for programming, special events, and to promote the Library collection (bookmarks, fliers, posters, etc.).
8. Provides one-on-one and small group instruction using devices to access library materials (iPads, mobile phones, etc.), Develops digital and print tutorial material.
9. Aids in set-up and maintenance of Summer Reading and program scheduling software; helps with patron notification of programming.
10. Provides information and recommendations that can be used for materials selection.
11. Assists in the updating of library procedures; collects and organizes statistics for director.
12. May assist in the training, scheduling, and directing the work of persons for support staff positions.
13. May help with the maintenance of library materials and/or equipment.
14. Performs light housekeeping such as wiping down computers and hard surfaces throughout the day.
15. Performs other related work as assigned by the Library Director.

Required Knowledge and Abilities

General knowledge of library procedures, methods, practices, equipment, and techniques; general knowledge and interest in books and technology; general knowledge of library circulation functions; general knowledge of office procedures and records maintenance; working knowledge of standard English grammar and spelling.

Ability to work independently or as part of a team; ability to interact with diverse populations; ability to establish and maintain effective working relationships with associates, businesses, and the public; ability to effectively present ideas information in person, over the telephone, in writing, and online.

Ability to prioritize work and meet deadlines with creative projects; ability to use social media effectively; ability to use creative software to produce well-designed marketing materials (fliers, online posts, bookmarks, trifolds, etc.); interest in and ability to learn new technology; ability to conduct effective searches in online environments (e.g., online catalogs, databases, internet search engines, etc.)

Ability to understand library policies and procedures and apply them to library operations; ability to perform work requiring considerable detail; ability to gather statistics, analyze information, and write reports; ability to make basic mathematical computations using numbers, fractions, and decimals; ability to respond to varied/changing work demands and make decisions; ability to understand and follow copyright requirements; ability to read, understand, apply, and communicate information contained in memoranda, reports and bulletins, etc.

Environmental/Working Conditions:

This work is mostly indoor, though rarely work may be outdoors (e.g., during special programming or events); work is mostly during the day, but some nights and weekends are required (weekends on a rotating basis); work is in a moderately noisy location (business office, light traffic, etc.).

This work requires the following physical abilities:

1. Ability to work in confined spaces.
2. Ability to bend, twist, and reach high and low.
3. Good distance vision at 20 feet or further and near vision at 20 inches or less.
4. Ability to use wrists, hands, and fingers for long periods to do following activities: Keyboarding, writing, filing, sorting, shelving, and processing.
5. Ability to handle materials for processing, picking up, and shelving.
6. Ability to lift and carry 50 pounds or less.
7. Independent mobility to travel (e.g., to meetings outside the library).
8. Ability to push and pull objects weighing up to 300-400 pounds on wheels.
9. Ability to sit, stand, walk, climb, stoop, kneel and crouch.
10. Speaking and hearing abilities in order to hear and speak to patrons in person and over the telephone.
11. Ability to work at a computer for extended periods.
12. Ability to visually inspect and analyze both computer images as well as physical objects; ability to see full spectrum of colors in order to create marketing and communication materials.

Equipment Used

Audiovisual equipment, book truck, calculator, cash drawer, computer workstation, copy machine, fax machine, library automation system, microfilm reader/printer, OPAC terminal, printers, cameras, cell phones, tablets, telephone.

Required Education and Experience:

- An associate's/technical degree or equivalent, as demonstrated by prior work experience or documented accomplishments.
- Valid Wisconsin Driver's License.
- Experience using social media.
- Computer experience and experience using various devices.
- Experience using word-processing software and/or creative applications (Google Docs, MS Word, MS Publisher, Canva, etc.)

Desired Education and Experience:

- Experience managing or updating a website.
- Experience posting on a variety of social media for an organization.
- Customer service experience.
- Experience with graphic design elements; experience using applications to create posters, fliers, and/or trifold.
- Extensive experience using Microsoft Word, Outlook, and Excel
- Experience with Microsoft Publisher

Mandatory Requirements:

1. Background check
2. Physical examination
3. Drug test