

JOB TITLE: WVLS Public and Multitype Library Consultant

CLASSIFICATION AND PAY GRADE: Librarian

(Pay grade commensurate with qualifications and experience)

DEFINITION

Under general direction and oversight of the Director, the Wisconsin Valley Library Service (WVLS) Public and Multitype Consultant is responsible for:

- Developing and implementing training strategies and materials to advance library services to patrons.
- Developing and implementing a marketing plan to promote WVLS services and programs to member libraries and trustees.
- Providing consulting services in the areas of customer service, inclusive service and outreach, grant writing and electronic resources.
- Developing, coordinating and providing continuing education and training opportunities for WVLS staff, area library personnel and trustees.

GENERAL DUTIES / EXAMPLES OF WORK *(The list below is intended to describe the general content of and major responsibilities for performance of the position. It is not intended to be an exhaustive statement of job duties or requirements.):*

- Works with WVLS staffs to develop and implement a consistent and effective communication plan.
- Publishes content for WVLS blog *Digital Lites*, newsletter and website.
- Develops and implements a consistent and effective marketing strategy and creates effective marketing materials.
- Coordinates, organizes and markets continuing education events on behalf of WVLS member libraries and trustees.
- Collaborates with other libraries and public library systems for the provision of continuing education and training opportunities.
- Acts as primary system staff resource in the areas of courier service, inclusive services, customer service, multitype library services, grant writing, and electronic resources.
- Hosts meetings of the WVLS Library Advisory Committee.
- Represents WVLS at appropriate meetings, events and conferences.
- Represents WVLS on appropriate committees, work groups, and boards.
- Proactively consults with member library personnel and visits all member libraries.
- Administers WVLS scholarship and mentorship programs.
- Creates training curriculum and documentation.
- Utilizes traditional, new and emerging technologies to provide training opportunities.
- Assists WVLS in developing a plan and budget for service to member libraries.
- Regularly engages in professional development activities.
- Cultivates and maintains positive relationships with WVLS staff members and trustees, area library personnel and trustees, and colleagues throughout the state.
- Performs other duties as requested by the Director.

KNOWLEDGE, SKILLS AND ABILITIES

- Excellent interpersonal skills and ability to enthusiastically foster and maintain cooperative and courteous working relationships with WVLS staff members and trustees, member library personnel and trustees, and colleagues throughout the state.
- Proficient knowledge of current library practices and services.
- Ability to proactively identify, implement, and participate in collaborative opportunities and partnerships.
- Avid, proactive, focused learner with the ability to self-manage professional development.
- Ability to use or quickly learn appropriate computer software and web applications.
- Ability to manage diverse projects with a commitment to quality, accuracy and efficiency within set budget.
- Ability to professionally interact with users and to work effectively and cooperatively as a team member.
- Strong written/oral communication skills and demonstrated ability to present information to internal and external colleagues and end users who possess varying degrees of experience.
- Ability to work in an environment that fosters experimentation and change.
- Strong customer service orientation and skills.
- Ability to proactively identify and solve problems.
- Ability to perform assigned tasks independently.
- Ability to travel to all appropriate functions.
- Proficient knowledge of layout and design principles for various communications, information, and marketing materials and channels.
- Ability to excel in stressful situations.

EDUCATION AND EXPERIENCE

- Masters in Library Science from American Library Association (ALA) accredited institution required or comparable educational experience.
- Minimum 3 years of professional experience in or consulting with public libraries required.
- Operational experience with OverDrive preferred.
- Experience using various online communications and social media tools required.
- Experience helping others find and utilize online resources such as social media applications, electronic databases, library catalogs required.
- Experience successfully managing projects required.
- Experience developing curriculum and training materials preferred.

NOTE: In evaluating candidates for this position, WVLS may consider a combination of education, training and experience which provides the necessary knowledge, skills and abilities to perform the duties of this position. Education may be substituted for experience, or experience substituted for education.

MENTAL REQUIREMENTS

- Analytical skills: resolve novel and diverse work problems on a daily basis; identify problems and potential areas for improvement; utilize available information sources in decision-making; develop feasible, realistic solutions to problems.
- Planning and organizational skills: develop long-range plans and establish methods for accomplishing goals.
- Communication skills: effectively communicate ideas and information both in written and oral forms and in Standard English; receive incoming information with sometimes erroneous

statements or misuse of terminology and be able to process it and work through the conversation successfully, maintaining a positive attitude and demeanor.

- Reading ability: effectively read and understand information contained in professional resources, memoranda, reports and bulletins.
- Mathematical ability: calculate basic arithmetic problems [addition, subtraction, multiplication, division] without the aid of a calculator.
- Time management: manage multiple projects, set priorities and meet project and assigned deadlines.

PHYSICAL DEMANDS

- While performing duties of this job, the employee is occasionally required to: sit; use hands to write, grasp, and keyboard; talk; hear; stand, walk, and reach with hands and arms; and lift and/or move up to 50 pounds.
- Specific vision abilities required by this job include close vision, distance vision, color vision, depth perception, and ability to adjust focus.
- The ability to drive is required.

WORK ENVIRONMENT

- Heated and air conditioned office environment. Noise level is usually low to moderate.
- Friendly and courteous staff and supervisors.
- Must be able to lift or carry equipment and work in awkward positions and circumstances on occasion.
- Must attend training sessions, meetings, conferences, that may include evening and weekend hours, and overnight travel.
- Consistent and punctual attendance is a requirement for employment.
- A valid Wisconsin driver's license and means of transportation are a requirement for employment.