



## Library Assistant – Marketing and Adult Services

Belleville Public Library seeks a friendly, flexible, and detail-oriented problem solver with strong customer service skills to be a Library Assistant focused on Marketing and Adult Services for our newly opened Library. Come grow with us as we expand library services to take advantage of the possibilities presented by our new 13,800 square foot space.

This part-time position will be responsible for:

- Marketing – Design marketing materials to inform our community about what’s happening at the Library through updating web content, publishing an e-newsletter, posting to social media, and more.
- Adult Services – Plan, promote, and facilitate adult programming on a wide variety of topics, including use of our new Makerspace.
- Circulation – Help our patrons make best use of our library by providing circulation, readers’ advisory, and tech help at our circulation desk.

Belleville is a small community (pop. 2556) experiencing growth with new housing development and young families moving to Belleville and the surrounding rural area. Located in Dane County just south of Madison, Belleville has a 140 year tradition of local library use and successfully completed a \$1 million capital campaign to help fund our new library. With circulation per capita rates consistently among the highest in Dane County, local support and use of the library is strong.

**Schedule:** 28 hours per week.

**Qualifications:** High School diploma or equivalent with two or more years of college preferred. One or more years of public library experience or equivalent experience which provides the knowledge, skills, and abilities needed.

**Wages:** \$16 - \$17 per hour.

**Benefits:** The Village of Belleville provides an excellent benefit package including pro-rated benefits for part-time employees.

**To Apply:** A full job description can be found below. To apply, please submit a resume, cover letter, and three professional references to Library Director Bronna Lehmann at [blehmann@blvpl.org](mailto:blehmann@blvpl.org). Applications will be accepted until the position is filled with preference given to those received by November 5, 2021. A background check will be required as a condition of employment. The Village of Belleville is an Equal Opportunity Employer.

## ***JOB DESCRIPTION***

### ***LIBRARY ASSISTANT – MARKETING AND ADULT SERVICES***

#### **Overview of the Position**

This position will promote library events and services to the public and expand lifelong learning opportunities to the community through adult programming and community outreach. Additionally, general library circulation duties will be performed. This position reports to the Library Director.

#### **Essential Duties and Responsibilities**

1. Marketing
  - a. Plan and design materials to inform the public about library classes, events, and services for all ages. These promotional efforts will include creating a coordinated message to the public regarding library value and services.
  - b. Update website content (Drupal), publish monthly e-newsletter, post to social media, design fliers, and coordinate advertising in local newspaper.
  - c. Coordinate with the Friends of the Library to provide marketing support for their fundraising events.
  - d. Work with Director to develop and implement a comprehensive marketing plan.
2. Adult Services
  - a. Plan, promote, and facilitate adult classes and other events that support our strategic goals. Develop creative programming that is either in-person or virtual and is led either by this position or a contracted presenter. Includes room setup and audiovisual equipment operation.
  - b. Work with Youth Services librarian to set up and develop STEM programming and other creative, hands-on learning opportunities for all ages in our new Makerspace.
  - c. Assist patrons with computer use and troubleshoots basic computer, office equipment, and audiovisual equipment problems.
  - d. Assist patrons with e-book usage. Maintain up-to-date knowledge of Wisconsin Public Library Consortium services, Libby, and e-readers.
3. Circulation
  - a. Provide excellent customer service to library patrons of all ages, including greeting patrons, checking materials in and out, answering reference questions, providing reader's advisory, issuing library cards, answering library technology questions, and providing other routine patron services.
  - b. Demonstrate patience and skill in dealing with the public.
  - c. Make recommendations for collection development based on requests from patrons or from knowledge of gaps in the collection.
  - d. Open and close library depending on shift.
  - e. Maintain detailed, current knowledge of the BiblioVation Integrated Library System (ILS) and South Central Library System policy and procedures.
  - f. Maintain confidentiality of library patron information.
4. Additional Responsibilities
  - a. Assist Director or other staff with special projects or events.
  - b. Understand and follow library policies and procedures.

- c. Apply principles of diversity, equity, and inclusion to foster an environment that is accessible and welcoming.
- d. Document and maintain accurate procedures for position-specific duties.
- e. Receive and resolve patron problems or refer public to Director.
- f. Maintain library public areas in a clean and orderly fashion by maintaining orderly shelves, displays, light cleaning, and/or organizing tasks.
- g. Participate in staff meetings to discuss and resolve problems, discuss ideas for improvement, and keep updated on library plans and activities.
- h. Attend continuing education classes and webinars that are relevant for position.
- i. Regularly communicate with Director to discuss plans, share information, and receive direction.
- j. Perform other related work as needed or directed by the Library Director.

### **Knowledge and Abilities**

1. Ability to work with tact, courtesy, and a friendly attitude.
2. Strong computer skills, including Microsoft Office (Word, PowerPoint, Publisher), Photoshop, Canva, MailChimp, and social media platforms.
3. Demonstrated graphic design skills.
4. Ability to develop effective content and update library website on Drupal platform.
5. Ability to plan, promote, and facilitate classes and other events for adults, held in the Library, as outreach in the community, or virtually.
6. Ability to create clear, effective promotional materials.
7. Ability to understand and perform routine library procedures.
8. Ability to sort effectively in alphabetical or numeric order and understand the Dewey Decimal System.
9. Ability to communicate effectively in English with staff and patrons in person, on the phone, or in writing.
10. Ability to operate computers, other office equipment and audiovisual equipment, and to troubleshoot minor problems.
11. Ability to work both independently and collaboratively.
12. Ability to organize and prioritize work, respond to varied/changing work demands, meet deadlines, and make decisions as required.
13. Ability to follow detailed written and oral instructions.
14. Ability to keep clear and organized records.
15. Ability to understand and follow patron confidentiality policy and other library policies.
16. Good interpersonal skills and ability to maintain and foster cooperative and courteous working relationships with the public and library staff.

### **Physical Demands**

1. Sitting or standing for long periods of time is required.
2. Ability to bend, stoop, kneel, crouch, stand, and reach in order to provide patron services and other essential functions.
3. Ability to reach shelves of various heights, move full book carts or wheeled book shelves (60-100 lbs.), and lift heavy containers (up to 30 lbs.) occasionally during a work shift.
4. Physical dexterity to guide customer through library as needed.
5. Ability to read, write, and communicate fluently in English.
6. Ability to talk and hear; use of telephone.

7. Near vision to read faded type and small font size on item labels, plus regular reading on computer monitors.
8. Far vision to observe patrons in need of assistance from a distance of 20 feet or further.
9. Dexterity to perform data entry on a computer, laptop, tablet, or other electronic device.

### **Mental Requirements**

1. Communication skills – effectively communicate ideas and information in written, oral, and visual forms.
2. Reading skills – effectively read and understand information contained in memoranda, reports, and bulletins.
3. Mathematical skills – ability to calculate percentages, fractions, decimals, and ratios. Ability to create and interpret basic descriptive statistical reports. Ability to sort decimals.
4. Work skills – ability to comprehend and follow directions effectively from supervisor in both written and oral form.
5. Time management skills – strong ability to adapt, stay organized, and multi-task in a dynamic work environment.
6. Decision-making skills – ability to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives.

### **Environmental/Working Conditions**

1. Environment is a busy public library with fluctuating activity levels and moderate noise levels.
2. Non-hazardous inside work environment.
3. Physical exertion may be required to lift books and supplies from overhead or from the floor.
4. Physical exertion may be required to move tables, chairs, carts, and wheeled book shelving.

### **Equipment Used**

1. Ability to operate and troubleshoot typical library equipment – personal computer with keyboard/mouse, printer, scanner, barcode scanner, copy machine, calculator, fax machine, cash register, telephone, vacuum cleaner, disc cleaner, self checkout station, and audiovisual equipment.

### **Education and Experience**

1. Must be 18 or older.
2. High School diploma or equivalent with two or more years of college preferred.
3. One or more years of public library experience or equivalent experience which provides the knowledge, skills, and abilities needed.
4. Strong customer service, written language skills, and computer skills.
5. Demonstrated graphic design skill is required.
6. Consideration will be given for experience in event management or training, particularly computer training, and previous website support experience.

## **Hours**

1. 28 hours per week.
2. One evening per week and one Saturday per month is required. Additional evening or weekend hours are dependent on adult program schedule.
3. Weekly schedule may vary to fill in for staff vacations, trainings, special events, etc.
4. Must attend monthly one hour staff meeting.
5. Benefits include pro-rated health, dental, and vision insurance, vacation, sick leave, paid holidays, and enrollment in the Wisconsin Retirement System.

*Revised and adopted: October 13, 2021*