

I. DEPARTMENT: University Libraries

II. POSITION: Coordinator, Community Relations

III. CLASSIFICATION: Administrative Professional

IV. NAME OF INCUMBENT: Vacant V. POSITION No.: 020898

VI. JOB PURPOSE:

As a member of the Administrative Team of the University Libraries (UL), this non-faculty position plans and executes Libraries-sponsored projects and programs directed to the University Community in its broadest understanding. The incumbent assumes key responsibilities in the areas of public relations and communication, outreach, public programming, as well as fund raising, donor relations, and development. Appropriate professional education, training, and experience are expected. Personal and professional development initiative and commitment to growth in the position will be influential.

S/he will establish and maintain partnerships with campus and community groups, offices, and individuals eager to provide and support programming opportunities. Additionally, this person has responsibility for identifying and pursuing fund raising opportunities that are appropriate to support the programs and activities of the University Libraries. S/he may also serve as the Libraries' grants officer and will work with appropriate individuals to develop funding proposals.

VII. DUTIES AND RESPONSIBILITIES

A. Assumes responsibilities as an administrative professional in one of the departments of the University Libraries.

1. Identifies and develops strategies to enhance knowledge, awareness, and perceptions of Libraries resources, services, and programs; actively directs program development and event planning that promotes engagement with Libraries and promotes positive perceptions and relations throughout the University Libraries community.
2. Establishes measurable objectives to evaluate the effectiveness of outreach activities; assesses outcomes and produces related reports.
3. As the Libraries' public relations officer, produces strategic communications for the Libraries, working with University Marketing to develop print and digital materials that effectively communicate the Libraries mission, resources, services, and other news to the campus and beyond.
4. Oversees the Libraries social media presence and regularly contributes content to these platforms and other Libraries-related public relations materials.
5. Serves on the Libraries' Administrative Council, communicates, and informs of activities related to public programming and outreach, and other areas under his/her purview.
6. Represents the Libraries on and off campus, and to local and regional groups addressing matters related to public relations, public programming, fundraising, and outreach.

7. Serves as liaison to the University's Office of Development and Advancement and works with the Libraries' Director of Development and the Dean/Executive Director to implement the ongoing development program for the libraries.
 8. Identifies external philanthropic and development sources in close cooperation with appropriate offices of University Development and Advancement to pursue and realize external financial support for the University Libraries.
 9. Provides input into the creation and execution of plans and strategies for the University Libraries' development program.
 10. Manages the relationship between the University Libraries and the Friends of Libraries organization and serves as the link between the UL and the Friends.
 11. Provides leadership for the Libraries' Development and Outreach Teams and coordinates the development and management of public relations materials for the University Libraries.
 12. Works with the Libraries' Business Officer in implementing budgetary and fiscal processes and controls related to the Libraries' public relations and development efforts including the Friends of Libraries.
 13. Maintains good working relationships with individuals and groups in the University or in the community that could partner with the University Libraries in developing and delivering public programming.
 14. Identifies grant funding or other external financial support opportunities to advance projects and programs of the University Libraries. Works with appropriate individuals within the University Libraries, across campus, or in the broader community to develop and submit appropriate funding proposals.
- B. Maintains and documents a program of continual learning that promotes his/her professional growth and development and contributes toward the achievement of the Libraries' organizational mission.
1. Stays abreast of current trends and best practices in his/her areas of responsibility and takes steps necessary to integrate these into the University Libraries programs and activities as appropriate.
 2. Participates in formal and informal programs of continual learning and professional development that will enhance expertise and contribute to overall effectiveness.
 3. Maintains memberships and actively participates in appropriate professional organizations at the local, regional and national levels.
 4. Seeks opportunities to publish in professional publications and to make formal presentations at professional meetings.
- C. Performs other duties as assigned.
1. Participates in Libraries-wide projects and activities as needed and assigned.
 2. Serves on appropriate committees and task forces in the Libraries (including chairing selected committees), on campus, throughout the region, and nationally.
 3. Undertakes other tasks assigned by the Executive Director/Associate Dean of University Libraries or designee.

The specific duties, tasks, and responsibilities of this position are subject to change as technology advances and the needs and interests of the University Libraries and the University of Memphis evolve over time.

VIII. DIRECTION RECEIVED:

Reports to the Executive Director/Associate Dean of University Libraries or designee.

IX. DIRECTION GIVEN:

Supervises work of personnel available to support his/her work. May supervise staff, student assistants, or volunteers involved in various projects.

X. JOB SPECIFICATIONS:

This position requires an appropriate, accredited, academic degree (Bachelor's degree minimum) and a minimum of two years of relevant work experience in community relations, marketing or development activity preferably in an academic or library setting.

XI. SPECIAL CONDITIONS:

This full-time permanent position requires a minimum 37.5-hour workweek supporting the primary work schedule as 8:00a – 4:30p Monday through Friday. As an exempt employee the position will include some evening and weekend hours without additional compensation. The specific work schedule may change from week to week depending on the demands of the position.

XII. REQUIRED KNOWLEDGE, SKILLS, ABILITIES, AND CHARACTERISTICS

1. Strong organizational skills and ability to coordinate multiple projects simultaneously.
2. Ability to supervise the work of others.
3. Ability to conceive of marketing and promotional ideas and follow through on development and implementation of those ideas.
4. Ability to work independently as well as a part of a team while successfully meeting deadlines.
5. High energy and enthusiasm and the ability to excite others about ideas.
6. Must be a self-starter able to assume responsibility and accomplish goals with little or no supervision.
7. Prior work experience in a not-for-profit organization preferably in an academic or library setting with responsibilities related to public programming and/or outreach.
8. In the absence of formal training in public relations, this individual will demonstrate the desire and ability to grow in the position through professional education and training opportunities as available.
9. Experience in creating, editing, and promoting written and visual content for marketing, and outreach with a high level of attention to detail.
10. Knowledge of methods, practices, and techniques of marketing, communications, and community relations including managing social media, with preference given for an academic or library setting.
11. Knowledge of graphic design and publication processes.

12. Excellent interpersonal skills and ability to communicate effectively within and outside of the University Libraries with diverse faculty, staff, library users, and community members.
13. Excellent oral, written, and electronic communication skills, including writing and editing for print and web publication.
14. Familiarity with software platforms and online publishing technologies, including publication software, photo editing and management software, graphic design, and social media.
15. Excellent time management and organizational skills including the ability to manage multiple deadlines.
16. Demonstrated record of designing, prioritizing, completing, and assessing projects in a timely manner.
17. Excellent presentation skills appropriate to the audience(s).
18. Ability to adapt to change, and to work independently and collaboratively in a complex environment.
19. Willingness to work a varied schedule including evening and weekends as needed to coordinate, host or otherwise support events and deadlines.
20. Ability to understand and willingness to support the University Libraries' Mission Statement.

XIII. WORKING CONDITIONS:

This is a technologically oriented academic research library where the Administrative Department provides ongoing key support for all Libraries departments. This position has a significant public service component requiring frequent interaction with the public in person, by telephone, and/or electronically. Position requires some standing, walking, bending, stooping, reaching and the ability to lift up to 20 pounds. The position will involve some travel related to programming and/or development as well as for professional development.