

CITY OF CHATTANOOGA

Classification Specification Title: Library Outreach Coordinator

Department: Public Library

Pay Grade: GS.11

Supervision Received From: Assistant Director Library

FLSA Status: Exempt

Supervisory Responsibility For: None

Established:

**Revision Dates: 4/2/25;
9/03/24**

CLASSIFICATION SUMMARY:

Incumbents in this classification are responsible for connecting the Chattanooga Public Library with the broader community through the development and implementation of outreach strategies, including monitoring and coordination of outreach events, office tasks, and more.

Work requires limited supervision and the use of independent judgment and discretion under the general direction of the Library Executive Director.

SERIES LEVEL:

The Library Outreach Coordinator is a stand-alone position.

ESSENTIAL FUNCTIONS:

(The following duties ARE NOT intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.)

Designs, implements, coordinates, and maintains a structured Outreach program to support the City's Public Libraries.

Partners with the Public Relations Coordinator to develop strategies to market programs and activities to attract public and private partnership involvement.

Partners with Youth Services team to develop, plans prepare, implement, and distribute educational, outreach and promotional materials, and other literature to publicize services, programs and events for assigned areas of responsibility; coordinates the dissemination of materials to civic groups, educational institutions, businesses, the public and/or other applicable individuals.

Works alongside staff at events to help support the project, identify problems, provide expert advice for improvements, and ensure adequate supplies, materials and tools are available to complete projects.

Coordinates the development, distribution, and analysis of surveys. Gathers and analyzes library user data and information,

Coordinates, prepares, processes, receives, sorts and distributes a variety of reports, lists, statistical data, correspondence and/or other related information.

May coordinate special events and programs including work activities with other departments, outside agencies, and other groups.

Maintains records of event days and volunteer participation; prepares related reports regarding completed and upcoming events.

Develops and supervises strategies which increase the community's awareness of library services and programs via Outreach

Helps plan and coordinate public and community events and activities in the promotion of the library.

Participates in meetings with community groups as needed to help drive understanding and build trust and support for CPL's goals; presents opportunities for engagement and partnerships.

Helps plan, implement and evaluate special events with an eye toward building and growing community awareness

Correspondence and collaboration with internal and external stakeholders.

Will be required to use, carry, and answer cell phone calls as determined by job duties and the Department Head.

Must meet regular attendance requirements.

Must be able to maintain good interpersonal relationships with staff, co-workers, managers and citizens.

Must accomplish the essential functions of the job, with or without reasonable accommodations, in a timely manner.

Performs other duties as assigned.

DEPARTMENT SPECIFIC DUTIES (if any):

MINIMUM QUALIFICATIONS:

Bachelor's Degree in Communications, Marketing, Education, or related field and two (2) years of related experience leading and organizing volunteer or nonprofit groups; or any combination of equivalent experience and education.

Must have excellent oral and written communication skills. Must be able to lead and participate in volunteer and other library projects.

LICENSING AND CERTIFICATIONS:

Valid Driver's License

KNOWLEDGE & SKILLS:

Knowledge of public library procedures and principles; volunteer principles; marketing and promoting principles, computer program principles; budgeting principles, community building

techniques, data analysis techniques, sponsorship identification practices and customer service principles; invasive plant species and natural habitats; learning strategies to select and use training methods and procedures appropriate for the situation.

Skill in the marketing and promoting of events; identifying appropriate outlets for event advertising; providing customer service; maintaining event calendars; preparing reports and communication and interpersonal skills, as applied to interaction with coworkers, supervisor, staff, and the general public, sufficient to continue a successful Outreach program.

PHYSICAL DEMANDS:

Positions in this class typically require stooping, crouching, reaching, standing, walking, pushing, pulling, lifting, fingering, grasping, talking, hearing, seeing and repetitive motions.

WORK ENVIRONMENT:

Medium Work: Exerting up-to 40 pounds of force occasionally, and/or up-to 20 pounds of force frequently, and/or up-to 10 pounds of force constantly to move objects. Incumbents may be subjected to extreme temperatures.

SPECIAL REQUIREMENTS:

Safety Sensitive: N

Department of Transportation - CDL: N

Child Sensitive: Y

The City of Chattanooga, Tennessee is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourage both prospective and current employees to discuss potential accommodations with the employer.