

Communications and Outreach Librarian/Manager

Applications are invited for appointment as Communications and Outreach Librarian in the Li Ka Shing Library, Singapore Management University.

We are seeking an enthusiastic, innovative and experienced professional to support the Library's efforts in interactions and communications with its customers and stakeholders both internally and externally. The position holder is expected to use web, social media, printed and electronic channels to plan and implement library's communication and outreach activities.

The position holder will work with the larger team of library staff to ensure the library's communication strategies and endeavours are effective, aligned with SMU's strategic goals and the Library's priorities, appropriate and consistent.

Requirements

1. Minimum 3 years of related work experience; preferable experience in public and media relations and frontline customer services.
2. Bachelor's degree in marketing, communications, business, journalism or a related discipline. Preferably Master's degree or graduate coursework in Library or Information Studies.
3. Experience with or knowledge of web authoring and publishing with Content Management Systems.
4. Demonstrated ability to communicate effectively to different types of stakeholders.
5. Basic proofreading skills and ability to vary writing style based on target audience and purpose.
6. Social media knowledge and its applications.
7. Event management experience.
8. Outstanding interpersonal, problem-solving, and organizational skills.
9. Ability to manage multiple projects effectively, and to partner with key personnel throughout the organization.
10. Creative, goal-oriented, and enthusiastic individual with excellent planning, problem solving and analytical abilities.
11. Flexible and agile.
12. Ability to develop and maintain collaborative relations with faculty and staff.
13. Project management skills.
14. Networking and negotiation skills.

Responsibilities

The position holder will be required to perform the following activities within a team environment:

1. Community Engagement. Actively engage and solicit feedback from all SMU communities (e.g. SMU Student Association) with regards to library services. Coordinate and manage requests and projects from such channels with the library.
2. Relationship Management. Serve as the primary liaison for Office of Corporate Communication and Marketing and Office of Advancement and Alumni , and with external media to ensure effective information flow and to develop Library case statements. Also works with the respective Research Librarians supporting these departments on relevant areas.
3. Communications Strategy. Develop and implement communication strategies for the Library, using the Library web site, print and electronic publications, social networking, annual reports, and press releases to ensure effective communications and relationships with faculty, staff, students and external organizations/institutions. Develop and maintain annual calendar for events and individual media plans for specific events.
4. Collaterals: Design, write, edit the Library's marketing and promotional materials.
5. Events. Lead the planning and execution of large special events, with input and support from Library leadership and staff.
6. Library Visitors: Coordinate library tours for external visitors and be the library's liaison point of contact for visitors.
7. Library Website: Manage and update the content on the library's website in consultation with both library team and relevant SMU departments to ensure that the website is fresh and relevant.
8. Publicity and Promotion: Identify products and services and appropriate communication channels, including social media, to promote and publicize the library. Coordinate the creation of displays with relevant library staff, to promote collections and services.
9. Leadership. Work with library leadership to determine appropriate strategies for communicating priorities within the SMU community and beyond, and to maintain knowledge of library issues, actions, and plans.
10. Project work, taskforce / working party involvement.

More details on the position is available at

http://library.smu.edu.sg/sites/default/files/library/pdf/CareerAd/CommunicationsOutreach_JD_Sept2014.pdf

How to Apply

Interested applicants, please email your resumes with a covering letter to libjob@smu.edu.sg. The covering letter must state the applicants' responses to the selection criteria. Only short-listed candidates will be contacted.