

## **Communications and Outreach Librarian**

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. Demonstrated ability to communicate effectively, orally and in writing, to many kinds of audiences, including the media.
4. Customer service orientation.
5. Networking skills.
6. Experience with or knowledge of web authoring and publishing with Content Management Systems.
7. Social media knowledge and applications.
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. Negotiation skills.
15. Information search skills.

**Responsibilities**

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

1. Maintain and develop Library's website and all its interlinked applications.
2. Coordinate library events and maintain a calendar of events.
3. Manage Library's public responses to suggestions and enquiries.
4. Prepare media releases when necessary and appropriate.
5. Contribute expert knowledge and skills on marketing and communication to the team.
6. Support library staff who wish to further develop their understanding and use of communication strategies.
7. Disseminate information using various marketing channels e.g. brochures, newsletters, digital signage.
8. Manage Library's social media channels and explore possibilities for enhancements and expansions.
9. Measure and evaluate the impact and effectiveness of projects related to publicity and promotion.

More details on the position is available at <http://library.smu.edu.sg/about-us-career-opportunities>

**How to Apply**

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