



JOB DESCRIPTION

Name	
Job Title	Communications and Outreach Librarian
Job Grade	
Department	SMU Libraries
Reports To (Job Title)	Head, Information Services

SUMMARY

Summarise in one statement why this job exists and the contribution it makes to the overall business of the Company.

To support the Library's efforts in interactions and communications with its customers and stakeholders both internally and externally. The position holder will work with the larger team of library staff to ensure the library's communication strategies and endeavors are effective, proactive, and are aligned with SMU's strategic goals and the Library's priorities, appropriate and consistent.

SCOPE

Indicate the financial statistics, staff, volume, controllable budget, etc for this job

The position holder will work in a team environment and is responsible for the following:

- Manage the library's website, including the creation and updating of content, monitoring usage and optimising access.
- Use social media, printed and electronic channels to plan and implement the library's communication, promotion and outreach activities.
- Co-ordinate marketing and user experience research activities with different stakeholders and measure and evaluate the effectiveness of projects related to publicity and promotion and follow up with outcomes as a member of relevant teams.

Job Title: Communications and Outreach Librarian**PRINCIPAL ACCOUNTABILITIES**

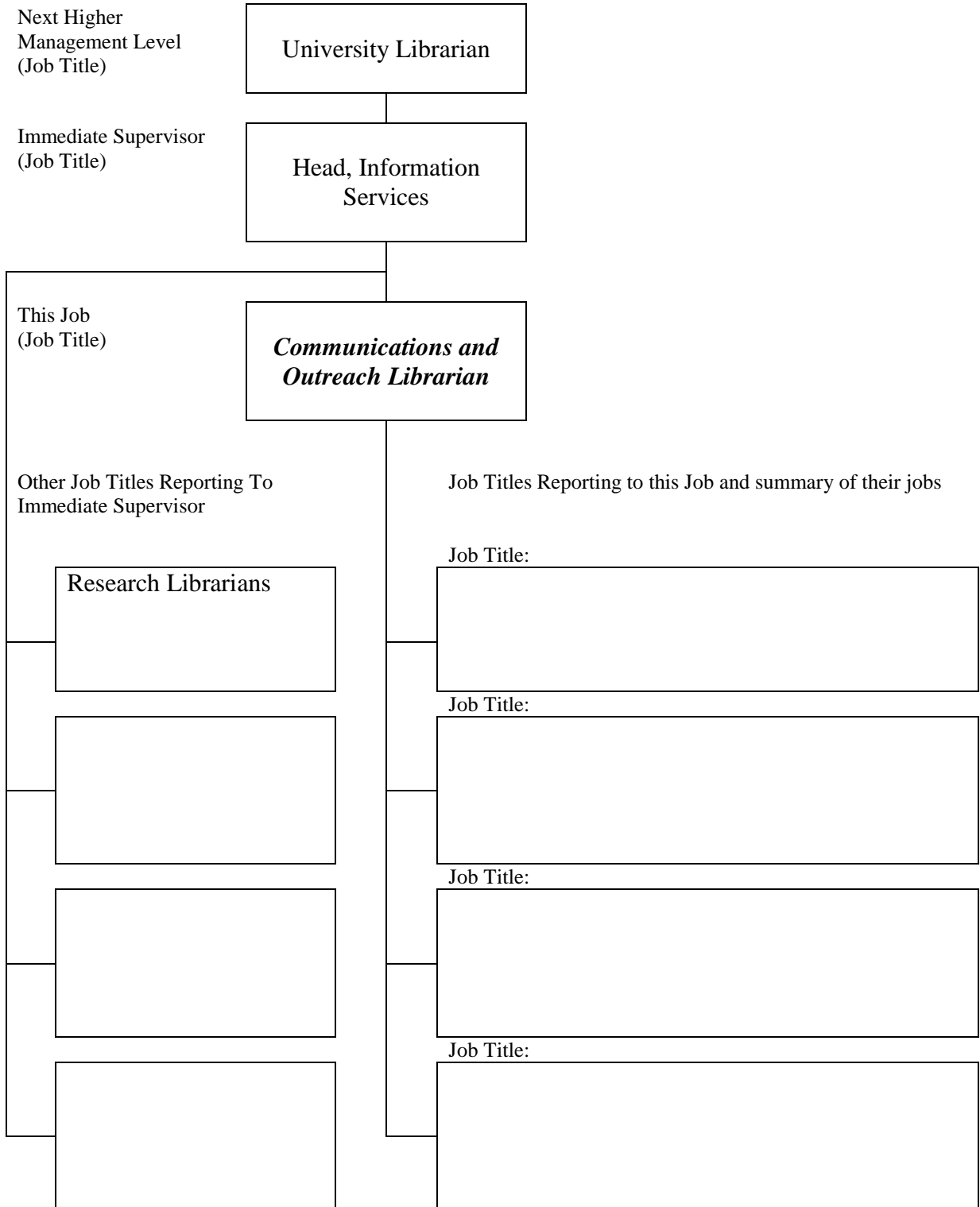
Describe the principal accountabilities of this job.

1. **Community Engagement.** Actively engage and solicit feedback from all SMU communities (e.g. SMUSA) 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 OCCM and with external media to ensure effective information flow and to develop Library case statements.
3. As part of the Information Services Team, participating in information and learning services.
4. **Communications Strategy.** Develop and implement communication strategies for the Library, using the Library web site, print and electronic publications and reports, social media, and press releases to ensure effective communications and relationships with faculty, staff, students and external organizations/institutions. Coordinate communication flows from library to various stakeholders, using both electronic and analogue communication channels
5. **Collaterals:** Design, write, edit the Library's marketing and promotional materials in consultation with relevant team members
6. **Events.** Develop and maintain annual calendar of events. Lead the planning and execution of large and/or special events, in collaboration with the Library staff and/or other departments
7. **Library Visitors:** Coordinate library tours for external visitors and be the library's liaison point of contact for visitors.
8. **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.
9. **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.
10. **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.
11. **Project work, taskforce / working party involvement.**

Job Title: Communications and Outreach Librarian

ORGANISATION CHART

Please state all others reporting to the immediate Supervisor of this job. Please also state the direct reports of this job and the summary of these jobs.



Job Title: Communications and Outreach Librarian**CRITICAL SKILLS AND JOB COMPLEXITY****Knowledge and Skills**

Describe the knowledge and skills necessary to perform this job.

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

Contact

Describe the purpose and nature of the main internal and external contacts (other than with the immediate Supervisor and Subordinates) necessary to perform this job.

(a) Internal contacts:

SMU students, faculty and staff to meet their information needs and respond to feedback; SMU administration including OCCM.

(b) External contacts:

Media organizations and agencies.

Community organisations.

External members and visitors.

Local and international libraries.

Decision Making

Describe the type of decisions made alone, those on which the Supervisor must be consulted, those referred to a higher level, and job procedures to be followed.

Decisions made independently:

Able to make daily operational decisions with regards to the procedures and continuous improvement of the customer experience in the library.

Those which supervisors must be consulted:

The development and implementation of new policies and procedures.

Improvements with financial implications.

Changes in work flow processes.

Decisions/actions with regards to the library strategic direction, setting up of new programmes/projects and overall expenses should receive prior approval from the University Librarian.

Those referred to higher authority:

Same as above

Job Title: Communications and Outreach Librarian

Problem Solving

Describe the most difficult and complex parts of this job and other significant features not covered elsewhere.

- Able to handle unique requests and effectively assist faculty as well as other internal and external constituents on matters related to customer experience.
- Interacting with challenging customers.
- Ability to be flexible and handle changing work processes and policies. Thinking out of the box.

GENERAL

Describe anything else of significance about this job or the environment in which this job functions, which is not covered in this description.

The position holder is expected to be creative and innovative in the area of creation and implementation of marketing and communication strategies for the Library.

Signature of Job Holder		Date	
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For Official Use:

Approved by HR	
Date	
Approved by HOD	
Date	