

Engagement Consultant

Southern Tier Library System
Corning, New York

Southern Tier Library System is accepting applications for the position of Engagement Consultant. The library system seeks an energetic candidate with a vision for 21st century library practices, and a passion for providing meaningful services to 48 member libraries within a team-based cooperative library system environment.

GENERAL STATEMENT OF DUTIES

This is a level 4 full time professional position serving in a leadership role within the Division of Professional Development & Outreach. The Engagement Consultant provides support to member libraries relative to all aspects and approaches of library operations specific to system-wide digital collections, website development, digital literacy instruction and regional public library advocacy. Areas of specialization might include: digital librarianship, website design, project management, community engagement, relationship building, trending services, leadership & marketing.

ESSENTIAL FUNCTIONS OF THIS POSITION

Continuing Education: Consistently participates in professional development trainings to stay current on trends and best practices relative to *General Statement of Duties*. Continually learns to serve as a library system expert in all things related to public library practices and specifically digital librarianship, community engagement and overall library advocacy.

Programming: Works to educate, encourage and support library directors and staff to lead at high levels of efficiency, which results in local library services that enhance community engagement through digital librarianship and overall library advocacy. Focuses on utilizing tools, resources and knowledge that align with best practices to help libraries and their staff exceed standards through training opportunities. Employs trending and innovative ways within the field. Benchmarks national and state practices.

Marketing: Responsible for overall library system marketing to member libraries and library system communities to make visible organization's objectives and mission. Communication activities include newsletters, blogs, email, press releases, website content, social media, and all other outlet forms. Strives to make library system services well known to member libraries and their communities to bring regional awareness to public libraries.

Advocacy: Leads library system advocacy programs at local and state levels. Brings visibility to the successful work of public libraries throughout the region by building relationships with media outlets and elected officials. Coordinates meetings with local and state representatives to discuss the importance of supporting and funding libraries.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Exhibits innovative, enthusiastic and adaptive qualities.
Willing to work flexible schedule to meet member libraries' needs.
Strong desire to enhance digital presence of library system and member libraries.
Demonstrates leadership skills, and aspires to move up within the field.
Works cohesively in a team and project-based environment.
Communicates successfully in front of audiences, board members and library staff.
Expresses a high-level of empathy for libraries and people with diverse skill-sets.
Ability to collaborate with other library system Divisions and align goals with Plan of Service.
Proficient in multiple computer applications, and technologically savvy.

MINIMUM QUALIFICATIONS

Master's degree from an ALA accredited library school; or Bachelor's degree with relevant digital librarianship and marketing experience.
Strong commitment to providing public library support within fast-paced work environment.
Valid driver's license.

DESIRED QUALIFICATIONS

Knowledge of New York State Education laws as they pertain to Public and Association Libraries.
Prior experience working in digital collections, preservation or customer service.
Professionalism and commitment to the field of library science and information.
Active participation in State-level initiatives and Associations.

EXAMPLES OF WORK

- Organizes and/or conducts training workshops pertaining to *Essential Functions of Position*.
- Collaborates with library system MLS team to create system-wide learning opportunities, including: conferences, workshops, meetings, webinars, tutorials and online learning.
- Serves as consultant to member libraries with a focus on digital librarianship and library advocacy.
- Makes regular site visits to member libraries and meets with library directors and staff.
- Manages overall digital collection for library system and member libraries with select vendors.
- Chairs library system digital advisory committee to analyze and maximize digital collection use.
- Explores innovative practices and support for member libraries specific to digital library presence, including: digitization of local collections, library created content and promotion of digital services.
- Designs and maintains library system website with support of library system staff.

- Trains member libraries on website setup and maintenance as well as offering digital literacy classes.
- Develops an active and necessary public relations campaign for regional public library awareness.
- Coordinates the on time submission of member libraries' annual reports with library system staff.
- Works with library system staff to develop member library training materials; includes resource kits to support member library programs.
- Participates in library system team meetings and member library meetings.
- Networks and engages with other librarians across New York State specific to *Essential Functions of Position*, and participates in professional associations to stay connected to the library community.
- Participates in local, regional and state meetings to offer knowledge and stay informed.
- Other duties as assigned.

ADDITIONAL DEMANDS AND WORK ENVIRONMENT

- Frequent travel throughout System's region, and quarterly State-wide travel.
- Sitting, talking, listening and standing.
- Reasonable accommodations can be made to enable all eligible individuals to perform the essential functions.

Salary & Benefits

Salary range is \$48,000 – \$52,000 for this 37.5 hour per week position, and is commensurate with experience. New York State Retirement & Empire Health Plan. Paid vacation, sick, personal and holidays based on organizational contract.

How to Apply

Please email a meaningful cover letter, resume and at least 3 professional references to communitylibrarypartner@stls.org. (Attn: Brian Hildreth, Executive Director).

Documents should be sent as pdf. Attachments. Subject line should read: "Engagement Consultant Search – Southern Tier Library System. Please provide your full name, physical mailing address, and primary phone number in the body of the email.

Deadline

Preference will be given to applications received by May 19, 2017, but applications are accepted until the position is filled. Interviewing begins late May. Preferred start date is July 2017.

About Southern Tier Library System and Our Region

Our headquarters are in Painted Post just five miles from historic downtown Corning, NY ([Corning Museum of Glass](#), [Rockwell Museum](#), [Gaffer District](#) and [Corning Area Chamber of Commerce](#)).

We serve a five county region (Allegany, Chemung, Schuyler, Steuben & Yates), which incorporates the picturesque Appalachian Plateau and Southern Finger Lakes. Many of our southern region communities have easy access to hiking, skiing, hunting and camping throughout the foothills of the Appalachian Mountains, while our northern region communities enjoy boating, swimming, biking and wine & distillery tours around Keuka and Seneca Finger Lakes.

All 48 of our libraries are unique as the communities they serve. A sample of our communities include: the City of Elmira located in Chemung County ([Center for Mark Twain Studies](#), [Arnot Art Museum](#), [Clemens Performing Arts Center](#), [Elmira College](#) and [National Soaring Museum](#), [Chemung County Chamber of Commerce](#)). Watkins Glen & Montour Falls located in Schuyler County ([Watkins Glen International](#), [International Motor Racing Research Center](#), [Watkins Glen State Park](#), [Shequaga \(Montour\) Falls](#) and [Old Havana Courthouse Theater](#)). Hammondsport in Steuben County ([America's Coolest Small Town](#), [Curtiss Museum](#) and [Local Wineries](#)). Penn Yan and Branchport in Yates County ([Keuka College](#), [Yates County Chamber of Commerce](#), [Local Wineries](#)). Alfred, Fillmore and Wellsville in Allegany County ([Alfred University](#), [Alfred State College](#), [Houghton College](#), [Allegany County Chamber of Commerce](#)).

The Southern Tier Library System is 1 of 23 public library systems in New York State. Our organization has recently restructured to meet the growing and diverse needs of our member libraries. Our leadership team is committed to supporting our 48 member library outlets, and developing innovative ways to make public library services essential to the Southern Tier region.