

## **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, non-exempt, professional position serving in a leadership role within the Division of Librarianship. 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 platform instruction, and regional public library awareness. Areas of specialization might include: digital librarianship, website design, brand development, project management, community engagement, relationship building, trending services, leadership, and 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 public awareness.

**Digital Librarianship:** Manages overall digital collections for library system and member libraries with select vendors. Works with library system administration to manage and allocate digital collection budgets. Chairs library system Digital Library Advisory Group to analyze and maximize digital collection usage. Facilitates digital selectors' meetings to ensure content is purchased per system-wide policies. Explores innovative practices to support member libraries' digital library presence, including: digitization of local collections, library created content, and promotion of digital services and collections.

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

**Public & Member Awareness:** Responsible for overall library system marketing to member libraries and library system communities to make visible the organization's programs and resources. Communication activities include newsletters, 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.

**Advocacy:** Leads library system advocacy programs at local, state, and national levels. Brings visibility to the successful work of public libraries throughout the region by building relationships with media outlets and elected officials. Encourages member libraries to participate in advocacy initiatives and provides training to advocates on how to promote their services and outreach to key decision-makers. Coordinates marketing materials for Library Advocacy Day, and spearheads social media campaigns on and around the event.

### **REQUIRED KNOWLEDGE, SKILLS AND ABILITIES**

- Exhibits innovative, enthusiastic, and adaptive qualities
- Works a 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 advance the field forward
- 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 American Library Association accredited library school, or Bachelor's degree with a minimum of 3 years relevant full-time experience and strong project management skills, experience with marketing (including brand management, social media management, and website development), and experience managing digital platforms
- 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
- Strong understanding of equity, diversity, inclusion, and social justice professional practices
- Commitment to environmental and social sustainability professional practices
- 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 overall public awareness
- Makes regular site visits to member libraries and meets with directors, trustees, and staff
- Manages overall digital collections for library system and member libraries with select vendors
- Chairs library system Digital Library Advisory Group to analyze and maximize digital collection usage
- Explores innovative practices to support member libraries' digital presence, including: digitization of local collections, library created content, and promotion of digital services and collections
- Oversees and maintains library system website and social media with support of library system staff
- Trains member libraries on website setup and maintenance
- Develops an active and ongoing regional public library awareness program
- 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, and provides support to the Program Consultant with program resource kit lending
- 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
- Reasonable accommodations can be made to enable all eligible individuals to perform the essential functions

#### **Salary & Benefits**

The salary range is \$46,000 – \$51,000 for this 37.5 hour per week position and is commensurate with experience. New York State Retirement, Empire or BCBS Health Plans. Paid vacation, sick, personal and holidays based on organizational contract. 2% salary increase upon successful completion of probationary period.

#### **Application Process**

Applications are due July 26, 2024. Please submit (via e-mail) a meaningful cover letter, resume, and at least three professional references to: Brian Hildreth, Executive Director at [communitylibrarypartner@stls.org](mailto:communitylibrarypartner@stls.org).

### **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, [Corning Community College](#)).

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 and Shequaga (Montour) Falls). Hammondsport in Steuben County (America's Coolest Small Town, Curtiss Museum, Local Wineries, Distilleries and Breweries). Penn Yan and Branchport in Yates County (Yates County Chamber of Commerce). Alfred, Fillmore and Wellsville in Allegany County (Alfred University, Alfred State College, Houghton University, Allegany County Chamber of Commerce).

STLS is committed to a diverse and inclusive work environment to ensure a wide range of experiences, perspectives, and skills. Our organization is continually evolving to meet the changing needs of our communities by establishing practices that promote innovative delivery of essential library services to the Finger Lakes, Southern Tier, and Western New York.

Internal Posting: June 3, 2024  
External Posting: June 10, 2024