



## **LIBRARY ASSISTANT II MARKETING AND EVENTS ASSISTANT - LIBRARY**

*This job description presents a list of the range of duties performed by employee(s) in this municipality and is not intended to reflect all duties performed within the job.*

### **DEFINITION**

Under the direction and supervision of the Library Director, performs a variety of community engagement and library tasks, including assisting with library programming, marketing, community outreach, and customer service.

### **ESSENTIAL JOB FUNCTIONS**

- Assists in planning, implementing, evaluating, and updating the library's marketing plan in order to increase attendance, build new audiences, expand community relationships, and increase public awareness of library services;
- Writes, produces, designs, and arranges for distribution of promotional materials for general and targeted markets, including brochures, newsletters, posters, advertisements, flyers, bookmarks, etc.;
- Works with library staff in all departments to assess communications needs;
- Plans, publicizes and presents library programs for adults;
- Plans and presents programs outside of the library to promote library services to the community;
- Assists patrons at all service desks, including checking materials in and out, organizing returned materials, collecting service charges, registering new patrons, placing holds on materials for patrons, searching for materials, providing reader's advisory, helping patrons with library-related technology questions, and basic reference service;
- Answers telephones and provides assistance with patron questions;
- Assists in keeping records and statistics as assigned;
- Performs miscellaneous duties as assigned.

### **JOB STANDARDS/SKILLS**

Requires a Bachelor's Degree in Library Science, Marketing, related field, or commensurate experience applicable to the job; a knowledge of the principles and practices of public libraries; thorough understanding of computers and accompanying software and applications; clear and effective written and oral communication skills; effective organizational skills; public speaking abilities to present programs to the public; graphic design training or experience; knowledge of principles and methods of marketing; and the ability to establish and maintain positive working relationships with employees and the public. Requires weekend and evening rotations.

### **JOB LOCATION**

Norfolk Public Library  
308 W. Prospect Avenue, Norfolk NE 68701

### **EQUIPMENT**

Computers, printer, copier, cash register, AV equipment, scanner, and various other library and office equipment.

### **NON ESSENTIAL FUNCTIONS**

As assigned by supervisors.

**PHYSICAL REQUIREMENTS**

Key: N= Never O = Occasionally F = Frequently A= Always

	N	O	F	A
LIFTING			X	
TRANSPORTING			X	
PUSHING			X	
PULLING			X	
CLIMBING			X	
BALANCING			X	
STOOPING			X	
KNEELING			X	
CROUCHING			X	
REACHING			X	
HANDLING				X
FINGERING				X
FEELING				X
TALKING				X
HEARING				X
NEAR ACUITY				X
FAR ACUITY				X
DEPTH PERCEPTION				X
COLOR VISION				X
FIELD OF VISION				X
TASTING/SMELLING		X		

**ENVIRONMENTAL CONDITIONS**

	N	O	F	A
EXPOSURE TO WEATHER		X		
EXTREME COLD	X			
EXTREME HEAT	X			
WET AND/OR HUMID		X		
NOISE INTENSITY LEVEL		X		
VIBRATION	X			
ATMOSPHERIC CONDITIONS		X		
MOVING MECHANICAL PARTS		X		
ELECTRIC SHOCK	X			
HIGH EXPOSED PLACES	X			
RADIATION	X			
EXPLOSIVES	X			
TOXIC/CAUSTIC CHEMICALS		X		

**POSITION:**

STANDING: 30%  
WALKING: 30%  
SITTING: 40%

**CONTROLS:**

HAND-ARM: 75%  
FOOT-LEG: 25%

**STRENGTH LEVEL:** 20-30 pounds