

WESTERLY LIBRARY & WILCOX PARK
Program & Outreach Associate

Department and Level of Authority

- Marketing, full-time.
- Works under the general direction of the Director of Marketing. In their absence, reports to the Executive Director.

Position Summary

The Program & Outreach Associate is a very people-focused, passionate individual who helps to maintain a positive image of the library and park. The Associate plays an important role supporting the Marketing Department and the work of the Director of Marketing by assisting in program and event management, outreach activities, marketing efforts, and the Volunteer and Homebound Programs. This position also supports various departments involved with programs and events.

Key Responsibilities

The essential functions or duties listed below are intended only as examples of the various types of work that may be required to be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

- Seeks program presenters and assists with community partner programs
- Fields unsolicited programming requests through online submissions, emails, and phone calls
- Provides public program introductions/housekeeping and presenter(s) with equipment set-up (as needed) and ensures that both the presenter(s) and patrons have a pleasant experience
- Coordinates private event space requests including scheduled and unscheduled showings of event spaces
- Works with Facilities Department in the set-up, break-down, and clean-up of program/private event spaces including move-in and move-outs with the Hoxie Gallery, The Cottage, and The Pop-Up at Coy
- Aids in program assessment by collecting attendance records and providing monthly statistical reports to the Executive Director
- Maintains a running inventory of all program equipment in meeting space storage spaces
- Assists in the promotion of programs and events
- Supports marketing efforts via social media as requested by the Director of Marketing
- Documents public programs and events through photography and feedback collection
- Assists with off-site outreach as needed to promote the organization including its programs and events
- Manages Volunteer Program with coordination of volunteer applications, vetting, and placement of qualified candidates, maintains related statistics, and coordinates annual Volunteer Appreciation Luncheon
- Screens Homebound applications, matches volunteers with applicants, and coordinates with Adult Services to facilitate delivery
- Responsible for fielding requests for use of The Pop-Up at Coy as well as outreach to community organizations, businesses, and schools to secure rentals
- Assists with various office tasks such as ensuring all applications (volunteers, event space rentals) received are accessible digitally, updating marketing on slat wall, bulletins and kiosk, request follow-ups and daily to-dos

- Assists with gathering information and creating content for the monthly digital publication
- Assists with reviewing marketing materials
- Performs other duties as required or assigned

Essential Skills

- Highly organized
- Ability to work on competing demands
- Self-motivated and self-directed
- Strong communication and collaboration skills
- Commitment to spreading the values of the organization to new audiences
- Ability to analyze situations quickly and objectively and take appropriate action as necessary
- Experience with public speaking and comfortable in front of an audience
- Establish and maintain a positive working relationship with a diverse community of patrons and staff
- Exhibits flexibility and willingness to work in a dynamic, busy, and changing environment
- Ability to adapt to new and changing technologies
- Have working knowledge of internet navigation, Microsoft Office Suite, Social Media Platforms and Canva

Minimum Qualifications

- Customer service experience
- Ability to present information concisely and effectively, both verbally and in writing
- Ability to organize and prioritize work
- Ability to work independently with little supervision
- Must have a valid driver's license and own vehicle

Preferred Qualifications

- Associate's degree or equivalent work experience
- Experience in a library setting
- Marketing and/or public relations experience
- Experience working with Adobe Creative Cloud
- Photography skills
- Proof reading and editing experience

Working Requirements

- Work a flexible schedule that includes evenings and Saturdays
- Perform tasks with a high degree of independence and accuracy
- Observe and follow WLWP policies and procedures
- Ability to maintain confidentiality with privileged and financial information
- May spend some extended periods of time standing, walking, stooping or reaching with hands or arms*
- May be required to lift/push up to 10 pounds, occasionally lifting/pushing up to 50 pounds*
- Ability to sit/stand and use a computer workstation for extended periods of time*