

**WESTERLY LIBRARY AND WILCOX PARK**  
**Program & Outreach Associate**

**Department and Level of Authority**

- Marketing, full-time.
- Works under the general direction of the Marketing & Outreach Manager. In the absence of the Marketing & Outreach Manager, reports to the Marketing & Communication Director. 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 by supporting the work of the Marketing & Outreach Manager by assisting in program and event management, outreach activities, the Volunteer Program, and the Homebound Program. This position also supports marketing efforts and 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.

- Helps seek program presenters and assists with community partner programs and outreach
- 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
- Assists with 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 Marketing & Outreach Manager as well as the Marketing & Communications 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 Marketing & Outreach Manager and Director of Marketing & Communications
- Documents public programs and events through photography and feedback collection
- Takes the lead in coordination of volunteer applications, vetting, and placement of qualified candidates and maintains related statistics
- Screens Homebound applications, matches volunteers with applicants, and coordinates with various departments to facilitate delivery. Responsible for outreach to community organizations, businesses, and schools to secure The Pop-Up at Coy rentals
- Assists with various office tasks such as ensuring all applications (volunteers, meeting space rentals) received are accessible digitally, updating marketing on 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 of marketing materials
- Performs other duties as required or assigned

### **Essential Skills**

- Highly organized
- Ability to multitask
- 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
- 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
- Excellent verbal and written communication skills
- 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
- Proof reading and editing experience

### **Working Requirements**

- Work a flexible schedule that includes evenings and Saturdays
- Performs tasks with a high degree of independence and accuracy
- Library policies and procedures must be observed and followed
- 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\*