**CITY OF SANTA CRUZ**
**LIBRARY SPECIALIST**

| | |
|---|---|
| **Reports to** | Division Manager or Manager System Services and Support |
| **Supervises** | Volunteer staff and/or other lower classification |
| **Bargaining Unit** | Mid-Management |

## BASIC FUNCTION

Under general direction, the Library Specialist is a highly skilled professional classification which is responsible for the coordination of a business or service function which works across divisions in the library. Examples of assignment areas are Virtual Services Coordinator, Learning Systems Coordinator and Volunteer Coordinator. The role of the Virtual Services Coordinator is to enhance the virtual library experience of the end users. The role of the Learning Systems Coordinator is to enhance continuous learning of library staff specific to performance requirements. The role of the Volunteer Coordinator is to supervise and manage the library's volunteer services.

## DISTINGUISHING CHARACTERISTICS

The Library Specialist is distinguished from the lower level Library Assistant IV classification in that the latter is responsible for overseeing the daily operations of the downtown branch. The Library Specialist is distinguished from the higher level classification of Librarian I in that the latter has successfully demonstrated their mastery of core competencies of a professional librarian.

## TYPICAL DUTIES *(May include, but are not limited to, those duties listed below.)*

- Ensures a smooth integration of the assigned specialty into library services and operations across divisions.
- Works with library staff in all divisions to assess needs and design services and operations to meet those needs in the assigned specialty.
- Designs, plans, evaluates and continuously improves the services and operations in the assigned specialty.
- Promotes the benefits of the services of the assigned specialty through written and oral descriptions and presentations.
- Collects, analyzes, and reports findings, conclusions, and recommendations related to the assigned specialty.
- Studies best practices in the specialty and adapts improvements based on sound analysis and planning.
- Prepares budgets and reports for Library Administration related to specialty.
- Serves on library-wide committees.
- May represent the library at community group meetings.

- Keeps informed of professional developments; attends professional meetings and training.
- Participates in special activities as assigned.
- Efficiently refers questions to librarians from the public according to guidelines.
- Performs other associated duties as required or assigned.

*In addition to the above typical duties:*

Virtual Services Assignment

- Responsible for coordinating the ongoing development of the library's virtual branch across all functional areas of the library.
- Work with customer-focused, customer-facing content on the Library's Web site in consultation with the IT and Programs and Services teams.
- Coordinate the implementation of new electronic products and services to enhance the library's digital users' experience
- Recommend and implement web site enhancement
- Coordinate project teams of librarians and other subject matter experts to manage and contribute content to the SCPL Web site
- Develop web site content, write and/or collect new content for the SCPL Web site
- Write clear, concise, accurate copy using search engine optimization and web standards best practices
- Add, change, schedule, and delete content on the Web site using the administrative interface of SCPL content management system
- Develop digital library resources, ensuring coordination between technical and public services in the implementation and delivery of services
- Evaluate emerging technology products for potential application
- Participate in appropriate public service activities in order to understand the user perspective and needs
- Plan, coordinate, and manage online events such as online talks with authors, online art shows, webcasts, webinars, Q&A events, etc.
- Identifies and/or report on new and innovative uses of current and emerging technologies in support of virtual library services
- Plan and facilitate implementation of new tools, services, and functionality for the Web Site, such as social networking, web based services, mobile applications, and other technologies
- Coordinate customizations and functionality enhancements for the Library's presence on social networking sites
- Maintains library's presence on social media sites and other websites.
- Develop and document policies for web-based services
- Investigate and help establish beneficial partnerships and/or alliances between the Virtual Services Team and vendors, agencies, etc.
- Plan and implement roles, permissions, and workflow structure that allows other appropriate subject matter experts to contribute content to the Web site
- Communicate and interpret web policies and procedures to staff and patrons
- Assists Learning Systems Specialist with virtual services training of staff

- Develop virtual service training materials for staff and patrons
  Develop reports that measure key performance indicators and patterns of usage
- Analyze and report trends in order to identify areas for improvement, new services or functionality, discontinuation of old services or functionality, etc.

*In addition to the typical duties:*

Learning Systems Assignment

- Assess training needs and learning options and of individuals, work teams, and the organization as a whole.
- Design or apply existing needs assessment tools to assess the learning needs of staff
- Analyze learning needs of staff based on needs assessments
- Design or apply existing learning tools for staff related to their learning needs
- Develop continuous program of job-related learning and training options for individuals and teams based on the needs assessment.
- Configure and maximize the use of a learning management system across the library System (LMS is software for planning, delivering and managing learning events within an organization, including online, virtual classroom, and instructor-led courses)
- Import and support computer based training, collaborating with subject matter experts
- Design and develop online courses using authoring and multimedia software
- Organize, deliver, and evaluate face-to-face and e-learning content
- Assure compliance with professional continuing education standards and educational service standards.
- Provides information and coordinates mentoring and coaching for staff to meet their various performance competencies.
- Design and implement a “learning campus” for staff on the library/s intranet
- Evaluate and select appropriate learning resources to meet staff needs
- Provide contractual specifications for original training programs that the library outsources
- Instruct supervisors in performance planning and evaluation, effective feedback, and performance coaching
- Provide measures for gauging the effectiveness of learning systems
- Set up e-learning for staff including multi-media development or computer based training design and development

Volunteer Coordinator Assignment

- Reviews applications, interviews and recommends hiring of temporary library volunteers.
- Supervises and evaluates effectiveness of volunteers and provides ongoing monitoring of the volunteer program.
- Responsible for staff scheduling.

- Performs community outreach and recruits for volunteers.
- Trains volunteers on specific job duties, safety, confidentiality, library practices and procedures.
- Evaluates program effectiveness and recommends service changes.
- Acts as liaison between library staff and volunteers and provides problem resolution with any related issues.

## WORKING CONDITIONS

The position requires frequent sitting and walking in the performance of daily activities. Occasional standing, climbing, reaching, grasping, crouching, stooping, kneeling, working overhead, pushing and pulling and finger dexterity is required. The position requires near and far vision and normal hearing in the performance of daily activities. The need to lift up to 25 pounds on an occasional basis is required.

Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

## MINIMUM QUALIFICATIONS

### Knowledge:

- Principles of planning, evaluation, continuous improvement, and budget and budget management

Virtual Services Assignment

*In addition to the general knowledge requirements:*

- Knowledge of relevant web technologies.
- Knowledge of trends and best practices in library virtual services
- Knowledge of electronic products and services
- Working knowledge of standard office software.
- Working knowledge of copyright law
- Working knowledge of one or more major descriptive metadata standards
- Advanced website design and management
- Standard Metadata applications

Learning Systems Assignment

*In addition to the general knowledge requirements:*

- Principles and practices in adult learning theory
- Resources for training and developing library personnel

- Learning needs assessment methods and techniques
- Adult Learning styles
- Effective training methods and techniques for use with adults
- E-learning methods and technology
- Knowledge of webinar equipment
- Learning Management System software (both commercial and open source) evaluation and use
- Proficient in MS Office and screen capture software
- Basic knowledge of digital camera including video and use

Volunteer Coordinator Assignment

- Effective supervisory practices including employee supervision, training and appraisal, performance management and work scheduling.

*All assignment requirements:*

**Skills:**

- Exceptional interpersonal skills and customer service
- Exceptional analytical and problem-solving skills
- Project management
- Time management
- Computer and computer software competency
- Organization and planning
- Excellent oral and written communication

**Abilities:**

- Effective communicator and collaborator
- Committed to user-centered services
- Work independently and with teams across divisions
- Organize efficiently, set priorities, track details, meet deadlines and develop workflow processes and tasks
- Make evaluative decisions when referrals are necessary, and use appropriate referral procedures.
- Adapt to changes in technology
- Use good judgment in handling difficult situations

Virtual Services Assignment

*In addition to the above general abilities*:

- Evaluate end user technology options and develop and recommend solutions
- Committed to quality assurance and quality control

Learning Systems Assignment

*In addition to the above general abilities:*

- Evaluate internal learning needs
- Evaluate and utilize LMS software

Volunteer Coordinator Assignment

*In addition to the above general abilities:*

- Work effectively with the public, staff and volunteers
- Develop and write effective proposals and budgets
- Design promotional materials related to specialty area
- Work throughout the library system and in its communities

## EDUCATION AND EXPERIENCE

Any combination of education and experience that provides the above knowledge, skills, and abilities combined with any required licenses is qualifying. A typical way to obtain the required qualifications is to possess the equivalent of the following:

- A Bachelor's degree in a relevant field depending on assignment area such as Information Technology, Digital Arts, and Education or related areas and,

  Virtual Services:

  - Minimum of 3 years library experience in user services with an emphasis on digital services and collections **or**,
  - At least 3 years experience with current technology pertinent to Virtual Services, e.g., IM, videoconferencing, blogging, social software, MS Office Products, and web development software **or**,
  - At least 3 years experience creating and sustaining digital collections **or**,
  - At least 3 years experience managing technology projects in a collaborative work environment

Learning Systems:

- Minimum 3 years experience with adult learning including multi-media development or computer-based training design and development, instructional technology or related field **or,**
- Minimum 3 years experience and excellent skills with robust rapid e-learning authoring tools as well as basic skills in image, audio and video editing software **or,**
- Minimum 3 years experience and excellent skills configuring learning management systems and processes.

Volunteer Coordinator:

- Minimum 3 years experience supervising and managing personnel and,
- 1 year working with volunteer staff.

## LICENSES/CERTIFICATES

- Possession of a valid California Class C driver's license and a safe driving record, or the ability to provide alternate transportation which is approved by the appointing authority.

## DESIRABLE QUALIFICATIONS

- Fluency in Spanish, an Asian language or sign language.
- Masters Degree in relevant field
- Experience applying the specialty area in a public library setting
- Experience working with a multicultural population in the specialty area
- Bilingual and bicultural experience in the specialty area

Classification No.: 740
Date of Issue: 1/2012
Supersedes: New
Update:
Review:

**City of Santa Cruz**
**Library Specialist**

**<u>Career Ladder</u>**

- Director of Libraries
- Manager System Services and Support
- Library Division Manager
- Librarian II
- Librarian I
- *Library Specialist*
- Library Assistant IV
- Library Assistant III /Library Information Specialist
- Library Assistant II/Bookmobile Library Assistant
- Library Assistant I