



## City of Livonia Librarian I - Outreach & Marketing

<b>SALARY</b>	\$56,659.20 - \$66,268.80 Annually	<b>LOCATION</b>	City of Livonia, MI
<b>JOB TYPE</b>	Regular Full-Time	<b>JOB NUMBER</b>	1217 o.c.
<b>DEPARTMENT</b>	Civic Center Library	<b>OPENING DATE</b>	11/21/2024
<b>CLOSING DATE</b>	12/8/2024 11:59 PM Eastern		

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**The City of Livonia is an Equal Opportunity Employer**

### SALARY INFORMATION

\$56,659.20 - \$66,268.80 Annually

- Starting Salary: \$56,659.20
- After Six Months of Successful Employment: \$57,824.00
- After One Year of Successful Employment: 58,884.80
- Maximum salary is achieved after four successful years of employment.

NOTE: Annual salary adjustments may also occur, based on collective bargaining agreements.

### JOB RESPONSIBILITIES

This employee works under the direction of a Librarian in a higher classification. The Outreach and Marketing Librarian I is responsible for creating and executing outreach initiatives and marketing campaigns to promote the library's services, programs, and resources. This position supports the library's mission to engage the community by increasing visibility and fostering meaningful relationships with community members, organizations, and businesses. May act as librarian in charge of a department or library building for limited periods of time in absence of a Librarian II or Assistant Branch Librarian. May supervise a small staff of clerical and paraprofessional employees.

Key Responsibilities:

- **Outreach and Community Engagement:**
  - Assist with developing and implementing outreach strategies to promote library services to diverse audiences.
  - Build new relationships with community organizations, healthcare providers, and local businesses to extend library services beyond physical space.
  - Regularly attend community events and assist in scheduling library staff to attend community events, fairs, and meetings as a library representative to increase visibility and establish partnerships.
  - Assist with expanding the home delivery services to underserved populations of our community.
- **Marketing and Promotion:**
  - Design, create, and distribute marketing materials (flyers, brochures, newsletters, etc.) for both print and digital platforms, as needed.
  - Manage the library's social media accounts and ensure consistent, engaging content that reflects the library's brand.
  - Maintain the library's website with updated information about events, services, and resources.

- **Public Relations and Communications:**

- Review press releases, media kits, and other materials for local media coverage of library events and initiatives.
- Communicate with patrons via email newsletters, social media posts, and other outreach efforts.
- Prepare content for the City's regular publications.

- **Program Coordination:**

- Collaborate with internal library teams to plan and coordinate library programs, workshops, and events for various age groups at off-site locations such as senior wellness centers, housing developments, and childcare centers.
- Assist in evaluating program effectiveness and gathering feedback from participants to improve future programming.
- Assist and support Adult services and Children's services through working service desk hours.

- **Community Partnerships:**

- Assist in applying for grants or sponsorships that support outreach and marketing projects.

- **Reporting:**

- Prepare regular reports on outreach activities, program attendance, and engagement metrics for library leadership.

## **MINIMUM QUALIFICATIONS AND APPLICATION PROCESS**

By the closing date of this announcement, applicants must:

1. Be a citizen of the United States or resident alien with the right to work in the United States; and
2. Possess a master's degree in Library and Information Science from an ALA-accredited college or university; or
3. Have at least 18 credit hours towards a master's degree in Library and Information Science from an ALA-accredited college or university; and
4. Have a minimum of two years of experience providing direct service to the public; and
5. Have strong interpersonal and communication skills.

**NOTE:** Candidates must present proof of 18 credit hours or their master's degree at the time of application.

**NOTE:** As a condition of employment, candidates must obtain their master's degree in Library and Information Science from an ALA-accredited college or university within 18 months of employment.

### **PARTS OF EXAMINATION AND WEIGHTS**

Performance Test - 50%      Written Test - 50%

**NOTE:** If the number of qualified applicants exceeds fifteen, an evaluation of the fifteen applicants with the most appropriate and responsible combination of experience and training will be invited to the tests.

**NOTE:** At the time of appointment, applicants are required to pass a pre-employment medical examination conducted by a physician authorized by the City of Livonia.

**PURPOSE:** The purpose of this examination is to establish an eligible list to fill current, future, regular, and/or temporary vacancies.

**HOW TO APPLY:** Applications can be completed anytime online at [www.governmentjobs.com/careers/livonia](http://www.governmentjobs.com/careers/livonia). If work experience and/or specific skills are listed as qualifications, it will be the responsibility of the applicant to describe their experience and/or skills sufficiently in the Education and Work Experience sections of the application so that it may be determined if they meet the stated qualifications. Applicants who do not comply will be disqualified from further consideration. Attachments or resumes are not accepted in place of completing the information requested on the official application. Applicants will be notified by e-mail of the next steps in the examination process.

PROBATIONARY PERIOD: Appointees must satisfactorily complete a six-month probationary period before the appointment will be considered regular.

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**Agency**

City of Livonia

**Address**

Livonia City Hall, 33000 Civic Center Drive  
3rd Floor Civil Service Department  
Livonia, Michigan, 48154

**Phone**

(734) 466-2530

**Website**

<http://www.livonia.gov>

## Librarian I - Outreach & Marketing Supplemental Questionnaire

**\*QUESTION 1**

Do you possess a master's degree in library and information science from an ALA-accredited college or university?

- ☐ Yes  
☐ No

**\*QUESTION 2**

Do you have at least 18 credit hours towards a master's degree in library and information science from an ALA-accredited college or university?

- ☐ Yes  
☐ No

**\*QUESTION 3**

Do you have a minimum of two years of experience providing direct service to the public?

- ☐ Yes  
☐ No

**\*QUESTION 4**

Do you have strong interpersonal and communication skills?

- ☐ Yes  
☐ No

\* Required Question