



Position Description Form

Office of Human Resources

Classification & Compensation: 8000 York Road; Towson, MD 21252-0001
410-704-2603

410-704-2162 FAX

Name of Incumbent Employee ID:	None	Department: Division:	Albert S. Cook Library Academic Affairs
Budgeted Title: Classification Code:	Research & Instruction Librarian-Communications & Development	PIN:	043837
Internal Title:	Communications and Development Librarian	Position Number:	LIB-N-2263
Supervisor:	Assistant University Librarian for Public Services	Incumbent's Extension: FAX: E-mail Address:	Vacant

THE POSITION DETAILS

<p>1. Purpose of this position:</p> <p>To serve as a research and instruction librarian and to lead communications, marketing, and grant writing efforts of the library. Prepares and provides user education to support the programs in liaison area and other disciplines, utilizing accepted principles of information literacy. Serves as liaison and subject specialist for department of mass communications and other assigned disciplines. Leads development of the library communications and marketing plan. Creates library publications such as newsletters, brochures, press releases, blogs, and reports in a variety of formats. Develops and manages exhibits and outreach events. Researches funding sources, writes proposals, and performs work related to implementing and reporting on externally funded projects. Provides support to library advancement and development activities.</p>		
<p>2. LIST JOB DUTIES and RESPONSIBILITIES:</p> <p>Percentage of time: Include % of time spend on each task: 5% = 30 min per day; 10% = 45 min per day; 15% = 1 hr per day; 20% = 1.5 hrs per day; 25% = 2 hrs per day; 50% = 4 hrs per day. Total % should equal 100%.</p> <p>Importance: Include importance of each task 1-3 with 1 being the most important.</p>	%	Importance
<p>a. Information and Research Education</p> <ul style="list-style-type: none"> • Teach students, faculty, staff, and other members of the university community how to select, locate, access, use, and analyze resources utilizing accepted principles of information literacy. • Plan, develop, provide, and evaluate course integrated and stand-alone library instruction sessions for individuals and for university classes in liaison areas and other disciplines as needed. • Meet with faculty to plan and develop classes, assignments, and activities for course integrated library instruction. • Provide library research support to faculty, staff, students and members of the community. • Provide information literacy education to students. 	20	1
<p>b. Liaison responsibilities</p> <ul style="list-style-type: none"> • Serve as library faculty liaison and subject specialist for Department of Mass Communications and other disciplines as assigned. • Select library materials to support the programs in the assigned disciplines: manage designated collection funds, formulate a collection development plan for assigned disciplines, and evaluate the collection. Work with faculty in collection development and de-selection. • Work with faculty to integrate library and information literacy components into courses. • Prepare and provide information, bibliographies, reports, learning modules and other materials in a variety of formats related to instruction, research, resources, and services in liaison areas. • Regularly communicate with faculty about the library's resources, services, policies, and procedures. 	15	1

<p>c. Communications and Marketing</p> <ul style="list-style-type: none"> • Lead library efforts in designing and implementing a communications and marketing plan to promote library resources and services to all constituents. • Create, edit and coordinate efforts for library reports and publications, such as newsletters, brochures, press releases, blogs, web pages, and social networking applications. • Plan and organize innovative exhibits and creative outreach events such as open houses, author talks, orientations for new students, and seminars, designed to enrich the intellectual, educational and cultural life of Towson University and the larger community. 	20	1																		
<p>d. Grants, Advancement & Development</p> <ul style="list-style-type: none"> • Research and identify opportunities for external funding for library initiatives. • Write proposals; perform work related to managing, implementing and reporting on externally funded projects • Collaborate with other university departments in developing ideas and proposals for external funding. • Provide support to library's advancement and development initiatives, in collaboration with University Office of Advancement. 	20	1																		
<p>e. Scholarly Research, Publications, and Presentations</p> <ul style="list-style-type: none"> • Conduct relevant scholarly research and disseminate findings through writing and other avenues. • Develop and deliver presentations related to academic libraries, higher education, and topics relevant to areas of responsibility. • Participate in the work of and serve in leadership positions for relevant professional associations. • Contribute to local, state, and regional library initiatives. • Demonstrate commitment to continual professional development. 	15	1																		
<p>f. Library and University Service</p> <ul style="list-style-type: none"> • Participate in and contribute to outreach, marketing, assessment, diversity, curricular, and other library and university initiatives. • Participate in and contribute to department, library and university activities. • Serve on library, university, and University System of Maryland committees related to areas of responsibilities. 	10	1																		
<p>g. Other Related Duties as Assigned</p>																				
<p>3. Software applications to be utilized:</p>																				
<input checked="" type="checkbox"/> E-mail <input checked="" type="checkbox"/> Spreadsheets <input checked="" type="checkbox"/> Word processing	<input checked="" type="checkbox"/> Internet Navigation <input checked="" type="checkbox"/> Multimedia <input checked="" type="checkbox"/> Presentation	<input checked="" type="checkbox"/> Additional applications or software skills (list): publication software, html or other web page development applications; online databases; integrated library systems <input type="checkbox"/> Special certifications (list): _____																		
<p>4. Supervisory responsibilities? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, list positions this person supervises or leads.</p>																				
<table border="1"> <thead> <tr> <th>Title</th> <th>Incumbent</th> </tr> </thead> <tbody> <tr> <td>Student assistants</td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>	Title	Incumbent	Student assistants				<table border="1"> <thead> <tr> <th>Title</th> <th>Incumbent</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>	Title	Incumbent					<table border="1"> <thead> <tr> <th>Title</th> <th>Incumbent</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>	Title	Incumbent				
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Student assistants																				
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<p>5. Special hours of work required: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, describe: _____ May occasionally require evening or weekend work.</p>																				
<p>6. Knowledge, skills and abilities required of this position:</p>																				

- Excellent verbal and written communication and presentation skills; ability to write clearly under deadlines; skills that demonstrate ability to write grant proposals and to create marketing materials.
- Demonstrated creativity in developing publications; experience in building web pages and using social networking applications; proficiency in MS Office products and publishing software.
- Demonstrated initiative and ability to work independently on a variety of projects simultaneously; excellent organizational, analytical, time management and project management skills.
- Strong, positive interpersonal skills; ability to work in a team environment and in collaboration with faculty and staff.
- Demonstrated skill in library instruction and information literacy; strong commitment to public service and to supporting the academic and research needs of students, faculty and staff.
- Proficiency in the use of electronic databases, research and reference materials; experience with automated library systems.
- Knowledge of new technologies, such as wikis, blogs, and social networking websites; flexibility in a changing technological environment.
- Demonstrated competencies as outlined in "Professional Competencies for Reference and User Services Librarians" <http://www.ala.org/ala/rusa/rusaprotocols/referenceguide/professional.htm>.

MINIMUM REQUIREMENTS FOR EXEMPT POSITIONS *(Completion of this section is only required for EXEMPT positions and must meet with the approval of Human Resources. Minimum requirements for NON-EXEMPT positions are designated by the USM Job Specification.)*

Education:		Work Experience:	
<input type="checkbox"/> HS diploma or equivalent <input type="checkbox"/> Associate's degree/vocational training <input type="checkbox"/> Bachelor's degree <input checked="" type="checkbox"/> Master's degree MLS <input type="checkbox"/> Doctorate degree <input type="checkbox"/> Professional license (list) _____		<input checked="" type="checkbox"/> None <input type="checkbox"/> Six months <input type="checkbox"/> One year <input type="checkbox"/> Two years <input type="checkbox"/> Three years <input type="checkbox"/> Four years <input type="checkbox"/> Five years <input type="checkbox"/> Other (indicate) _____ Type of experience: _____	
Special certifications required: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, indicate type: _____			
Additional comments: <ul style="list-style-type: none"> • Experience in writing grant proposals, newsletters, and other communications desirable. • Experience in organizing and marketing events and programs desirable. • Additional Master's degree in an academic discipline offered at Towson University desirable. • This position is a 12 month faculty status position. Librarians are expected to progress successfully along the promotion and permanent status track and participate fully as members of the library faculty. • Rank is determined by qualifications at time of appointment. 			