

**SOUTHWEST WISCONSIN LIBRARY SYSTEM**  
**Job Description**

**POSITION:** Outreach and Continuing Education Consultant

**CLASSIFICATION:** Regular Full-time, Exempt

**REPORTS TO:** System Director

**SUPERVISES:** N/A

**GENERAL DESCRIPTION:**

Consult with member libraries on continuing education and inclusive services training needs and provide high-quality professional development and continuing education opportunities for library directors, staff, and trustees. Support member library outreach activities and pursue opportunities for system participation and leadership. Assist System Director with operation of the system.

**ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:**

1. Continuing Education (CE) Coordinator and CE Validator
  - Produce System workshops and programs for member libraries. Select topics, arrange speakers, promote CE events, maintain online calendar, communicate about offerings, manage registration, and conduct program evaluation
  - Consult regularly with member libraries to assess CE and staff development needs
  - Collaborate with other library systems and libraries to provide in-person and online CE opportunities; promote to member libraries CE opportunities provided online and by other organizations
  - Support activities of and communication with the system Youth Services Consultant
  - Prepare and distribute accurate CE Activity Report forms for participants in SWLS CE offerings
  - Instruct member library directors in procedures related to CE for certification; consult on individual CE needs
  - Review and accept or reject CE report forms and summation forms from member library directors to ensure compliance with System membership requirements
  - Maintain accurate records of member directors' CE hours and certification expiration dates; keep file copies of CE forms and certification communications for appropriate periods
  - Attend DPI/PLD's annual certification meeting
2. Outreach Consultant
  - Provide outreach communication support and data to member libraries
  - Consult as needed with member libraries on specific outreach plans, projects or materials
  - Inform member libraries of outreach ideas and methods
  - Promote member libraries and libraries generally via System projects
  - Track and report effectiveness of outreach activities
  - Liaise with member library and/or vendor providers of designed materials in support of outreach activities
  - Manage the System's online presence in coordination with other system staff
3. Inclusive Services Consultant
  - Support member libraries' provision of services to patrons with special needs
  - Ensure Inclusive Services information and education are provided and promoted by the System
  - Work with SWLS Inclusive Services Committee
  - Attend DPI/PLD's annual Inclusive Services consultant meeting
4. System Management Support
  - Assist system director in overall system operation
  - Capable of serving as staff in charge in system director's absence
  - Attend NetSouthwest/PLAC meetings
  - Attend SWLS Board of Trustee meetings
  - Attend local and statewide meetings and conferences as appropriate
  - Assist with compilation of statistics for reports including system and member library annual reports
  - Develop/maintain technology capabilities to aid with member library technology support
  - Be an active member of the Wisconsin Library Association

5. System Collection Manager
  - Oversee contents, promotion, and orderly lending of System-administered collections and kits; work with Youth Services Consultant in managing Reading Readiness and Accu-cut die collections

**EDUCATION AND EXPERIENCE:**

Required: Bachelor's Degree. Preferred: MLS or equivalent from accredited program  
Experience working with public libraries  
Experience working with communications

**KNOWLEDGE AND ABILITIES:**

- Ability to efficiently use computer software including Microsoft Word, Excel, Power Point, internet browsers, email and G-Suite applications
- Highly organized
- Presentation/instruction abilities
- Strong planning and coordination skills
- Ability to attend library-related workshops and conferences
- Knowledge of interlibrary loan procedures desirable
- Valid driver license
- Knowledge of English grammar, spelling and composition
- Ability to operate the following office machines: computer, printer, copy machine, scanner, camera and multi-line phone system

**PERSONAL CHARACTERISTICS:**

Excellent interpersonal communication skills  
Excellent problem-solving skills  
Ability and willingness to learn  
Flexible and adaptable to a changing work environment

**PHYSICAL DEMANDS OF THE POSITION:**

Bending, twisting and reaching  
Far visions at 20 feet or further; near vision at 20 inches or less  
Fingering: keyboarding, writing, sorting and filing  
Lifting and carrying: 50 pounds or less  
Pushing and pulling: 50-80 pounds on wheels  
Sitting, standing, walking and climbing  
Talking and hearing: presentations, use of the telephone

**MENTAL REQUIREMENTS:**

Ability to apply technical knowledge  
Ability to comprehend, follow and give instructions  
Ability to deal with abstract and concrete variables  
Communication skills: effectively communicate ideas and information in both written and verbal form  
Mathematical ability: calculate basic arithmetic problems (addition, subtraction, multiplication and division)  
Reading ability: effectively read and understand information in manuals, reports and bulletins  
Time management: set priorities in order to meet assigned deadlines

**EQUIPMENT USED:**

Equipment may include and is not limited to: automobile, van, computer, copy machine, printer, scanner, camera and multi-line telephone

**WORK ENVIRONMENT:**

The Southwest Wisconsin Library System serves 28 public libraries in five counties in southwest Wisconsin. SWLS headquarters are centrally located within the SWLS service area in modern office space on the edge of Fennimore, Wis. The majority of the system service area lies within the beautiful Driftless Region, including the scenic Lower Wisconsin River Valley and the dramatic

bluffs and coulees along the Mississippi River. SWLS has a history of being supportive and responsive to member libraries, and as it builds its team the system seeks to maintain an environment that highlights engagement, service, teaching and learning, and the fostering of connections and collaborations within the region and beyond to benefit public library services and patron experiences. While travel is anticipated for this position and some activities take place in evenings or on weekends, the majority of work is scheduled during normal weekday hours; consistent and punctual attendance is required. The system provides some positions the flexibility to work remotely part of the time, per policy, in coordination with overall workplace staffing needs. This is a full-time professional position and benefits currently include earned vacation and sick leave, paid holidays, Wisconsin Retirement System participation and the availability of health insurance, among others.

The characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Date approved:  
Aug. 27, 2019