

**Outreach and Instruction Librarian
Alameda County Law Library- Oakland, CA
Full-Time, Exempt**

The Alameda County Law Library is currently recruiting for an Outreach and Instruction Librarian.

Primary Responsibilities:

I. Reference & Instruction

- Provide reference assistance, instruction, and document delivery to Law Library patrons- in person, by phone, and via email.
- Conduct reference interviews to identify appropriate print and electronic resources to meet patron information needs.
- Assist in-person and remotely located library patrons in the use of electronic resources, including Westlaw, Lexis Advance, Lexis Digital Library, OnLaw, HeinOnline, CCH AnswerConnect, Trellis, Nolo EBSCO, the library catalog, the library website, and authoritative legal and government websites.
- Explain and enforce library policies and Rules of Conduct.
- Develop training programs to help patrons effectively use library computers and legal databases.
- Make targeted referrals to local legal aid organizations, lawyer referral services, bar associations, legal clinics, Lawyers in the Library, court self-help centers, government agencies, and other community non-profits, as appropriate.
- Use instructional design software to create step-by-step video tutorials to help patrons more effectively access and search library databases, the library catalog, and legal websites.
- Create and update subject-specific LibGuides and handouts to help patrons identify and access relevant resources, and contribute FAQs to the LibAnswers Knowledgebase.
- Develop technology-based solutions to expand and enhance library services to the community. For example, a Zoom-based “Book a Librarian” program to facilitate virtual reference appointments.
- Maintain a professional and positive customer service attitude when providing reference service and interacting with patrons and co-workers.
- All librarians are expected to perform circulation functions, money transactions, and assist patrons with copier, printer, and computer usage during Reference Desk shifts.

II. Marketing & Branding

- Conduct SWOT analysis and develop and implement a marketing plan to increase library visibility and awareness of library services by the public, self-represented litigants, attorneys, community partners, and stakeholders.
- Refresh the library’s visual branding to communicate the library’s mission and services more effectively through logo and tagline redesign and consistent use of typography, color scheme, graphic design, photography/photo editing skills, and messaging.
- Create, update and distribute engaging print marketing materials (e.g. brochures, flyers, posters, infographics, press releases) promoting library programs, events, resources, and fee-based services. Tailor messaging to the needs and interests of different audiences.
- Create and publish engaging digital marketing content for the library website, blog, weekly eNews, and social media platforms. Tailor messaging to the needs and interests of different audiences.

- Help market the library's Membership Program, document delivery service, off-site database access, and meeting rooms to the local legal community and the public.
- Help grow the Law Library's donor program and assist with fundraising events and initiatives.
- Improve library signage and curate in-library exhibits and book displays.
- Create "digital exhibits" of library collections and promote new titles and collections on the library's social media platforms, website and LibGuides.
- Create virtual library tours and promotional videos about library services for the library's website and YouTube channel.

III. Outreach, Networking & Advocacy

- Plan, schedule and conduct outreach and build relationships with community partners, including public libraries, academic libraries, law schools, law firms, government agencies, area bar associations, legal aid organizations, courts, self-help centers, local non-profits, social service organizations, cultural organizations, and other law libraries. Coordinate information and resource sharing and cross-referrals among agencies, and develop joint programs, clinics and workshops.
- Manage calendar of outreach activities by scheduling library outreach efforts to community partners and facilitating library participation in community outreach events. Participate in tabling at County and community events.
- Serve as the Law Library's representative to the Alameda County Bar Association's Community Projects Committee and attend quarterly meetings. Seek involvement with other law-related professional organizations (affinity bar associations, membership associations and non-profits for lawyers/legal professionals) to network, attend events, and raise awareness about library services. Distribute flyers and give informational presentations to educate members about how the library can benefit attorneys.
- Perform targeted outreach to local law students, recent law school graduates, and new attorneys about useful library resources.
- Write articles promoting the library for legal and non-legal publications.
- Conduct periodic surveys of library patrons to obtain feedback and assess user needs, expectations, and satisfaction with library services. May lead focus groups.
- Provide library tours and orientations.
- Assist with the planning and execution of special events in the library (e.g, Law Day, National Library Week, Library Open House).
- Coordinate and promote art exhibits in the library.
- Solicit patron testimonials (both written testimonials and video testimonials) that demonstrate library impact.
- Utilize library statistics, Gimlet logs, patron testimonials, and survey results to develop advocacy materials (infographics, flyers, handouts) that quantify and communicate the library's impact in the community to local representatives and stakeholders. May participate in developing materials for statewide (CCCLL) advocacy efforts.

IV. Other Duties

- Assist with organization, retention, and cleanup of internal SharePoint file system.
- Seek out grant opportunities to fund new programs, collections, services, and capital improvements.
- Make recommendations on efficient, effective, and creative use of library spaces.
- Make recommendations for improving remote/electronic access to legal information by patrons.

- May assist Technical Services Librarian with acquisitions, cataloging, materials processing, collection maintenance, claims, repairs, and/or voucher entry.
- May assist with a variety of clerical and administrative functions.
- Attend professional development programs, trainings, and classes.
- Remain up-to-date with developments in law librarianship, library science, technology, legal publishing, the information industry, legal developments, and resources outside the library by reading legal newspapers and professional journals, participating in continuing education activities and professional associations, and subscribing to listservs.
- Perform other duties as assigned.

Desired Knowledge, Skills & Abilities:

- Knowledge of the operations, services, and activities of a public law library.
- Thorough knowledge of legal resources (print and electronic), legal terminology, and legal research.
- Mastery of English usage, spelling, grammar, and punctuation.
- Proficiency with Microsoft Office Suite, Outlook, and social media platforms. WordPress, web design and/or graphic design experience. Familiarity with common library applications, such as Koha or similar ILS, LibGuides/LibAnswers, WordPress, Zoom, YouTube, Camtasia/Adobe Creative Cloud, Paypal, and Canva, Piktochart or similar graphic design application.
- Customer service experience or extended experience interacting with the public.
- Experience with marketing and business development.
- Ability to establish and maintain cooperative relationships with library users, co-workers, supervisors, and others.
- Ability to maintain reliable and predictable attendance.
- Experience working with an integrated library system, preferably Koha.
- Experience with fundraising, event planning, or grant writing.
- Ability to lift and move books, materials, and other equipment as necessary, in accordance with all safety procedures.

Environmental Conditions:

Public library and office environment. The library is currently open to the public Monday – Friday, 9:00 am – 4:00 pm.

Preferred Qualifications:

EDUCATION: MLS/MLIS from an ALA accredited program. JD or Paralegal Certificate is desirable.

EXPERIENCE: At least 1 year law library reference experience. Public service experience preferred. Previous graphic design, marketing, or business development experience preferred.

Compensation & Benefits:

Salary is competitive and commensurate with qualifications, education, skills, and experience. Benefits include CalPERS retirement, Social Security, contribution toward monthly medical premium, Delta Dental coverage, voluntary vision insurance plan (VSP), paid holidays, generous sick leave and vacation

accrual, optional 457 Deferred Compensation plan, and Commuter Check. Eligibility for Public Service Loan Forgiveness Program.

This position supports healthy work-life balance.

HOW TO APPLY:

To apply, please email your resume, cover letter, completed employment application, and contact information for three references to emily.bergfeld@acgov.org.

Employment application is available on our website: <http://lawlibrary.acgov.org/employment/>

APPLICATION DEADLINE: Friday, December 23, 2022