



## Career Service Authority Outreach Specialist

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### GENERAL STATEMENT OF CLASS DUTIES

Identifies potential outreach service areas for the Denver Public Library and develops and implements specialized community outreach programs.

### DISTINGUISHING CHARACTERISTICS

This class identifies potential outreach service areas for the Denver Public Library and develops and implements specialized community outreach programs; and is distinguished from the class of Outreach Librarian that performs community outreach activities promoting library services, and performs reader guidance, reference services, and collection maintenance duties.

#### ***Guidelines, Difficulty and Decision Making Level:***

Guidelines are generally but not always clearly applicable, requiring the employee to exercise judgment in selecting the most pertinent guideline, interpret precedents, adapt standard practices to differing situations, and recommend alternative actions in situations without precedent.

Duties assigned are generally complex and may be of substantial intricacy. Work assignment is performed within an established framework under general instructions but requires simultaneous coordination of assigned functions or projects in various stages of completion.

Employee is responsible for determining time, place, and sequence of actions to be taken. Unusual problems or proposed deviations from guidelines, practices, or precedents may be discussed with the supervisor before being initiated.

#### ***Level of Supervision Received and Quality Review:***

Under administrative supervision, the employee has personal accountability for carrying out an assigned function, program, or project within the scope of established guidelines and objectives and is expected to resolve problems that arise in the normal course of the work. Completed work is generally reviewed for soundness of judgment, conclusion, adequacy, and conformance to policy.

#### ***Interpersonal Communications and Purpose:***

Contacts are of a non-prescribed nature involving the negotiation and resolution of problems and where exceptional degrees of discretion, judgment, and specialized knowledge are required in carrying out the programs and policies of an organization.

***Level of Supervision Exercised:***

By position, performs lead work.

**ESSENTIAL DUTIES**

Develops and implements educational, cultural, and library services outreach programs for Denver Public Library, which includes initiating community contacts, organizing focus groups and advisory councils, and making presentations.

Researches and compiles statistics on demographic factors, economic conditions, and physical locations for all service areas, analyzes data, prepares reports and recommendations, and develops and implements specialized programs to meet the needs of specific communities.

Assists various community branches and clusters through promotion of their services and programs to increase library use in the community.

Prepares information, coordinates distribution of publications promoting library services, and may need to create and present supplemental or specialized materials using a variety of audio visual techniques and equipment.

Plans, schedules, coordinates, assigns work and establishes goals and objectives for subordinate employees.

Develops and implements staff training and development plans to provide cross training of employees, specific job related training, and other approaches to provide opportunities for staff flexibility and development.

Implements and interprets policies and procedures developed by higher level managers or supervisors. Assists in developing, recommending and coordinating the implementation of new procedures for the assigned function or unit.

Resolves operational and unforeseen procedural problems and addresses other concerns as directed or necessary.

Allocates resources within the supervised function in accordance with work requirements and budget constraints.

Performs other related duties as assigned or requested.

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Any one position may not include all of the duties listed.  
However, the allocation of positions will be determined by  
the amount of time spent in performing the essential duties  
listed above.  
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## MINIMUM QUALIFICATIONS

### ***Competencies, Knowledge, & Skills:***

**Integrity/Honesty** – Contributes to maintaining the integrity of the organization, displays high standards of ethical conduct, understands the impact of violating these standards on an organization, self, and others, and is trustworthy.

**Reading** – Understands and interprets written material including technical material, rules, regulations, instructions, reports, charts, graphs, or tables and applies what is learned from written material to specific situations.

**Attention to Detail** – Is thorough when performing work and conscientious about attending to detail.

**Interpersonal Skills** – Shows understanding, courtesy, tact, empathy, and concern, develops and maintains relationships, may deal with people who are difficult, hostile, and/or distressed, relates well to people from varied backgrounds and situations, and is sensitive to individual differences.

**Self-Management** – Sets well-defined and realistic personal goals, displays a high level of initiative, effort, and commitment towards completing assignments in a timely manner, works with minimal supervision, is motivated to achieve, and demonstrates responsible behavior.

**Writing** – Recognizes and uses correct English grammar, punctuation, and spelling, communicates information in a succinct and organized manner, and produces written information which may include technical material that is appropriate for the intended audience.

**Oral Communication** – Expresses information to individuals or groups effectively taking into account the audience and nature of the information, makes clear and convincing oral presentations, listens to others, attends to nonverbal cues, and responds appropriately.

**Teamwork** – Encourages and facilitates cooperation, pride, trust, and group identity, fosters commitment and team spirit, and works with others to achieve goals.

**Problem Solving** – Identifies problems, determines accuracy and relevance information, and uses sound judgment to generate and evaluate alternatives and to make recommendations.

**Planning and Evaluating** – Organizes work, sets priorities, determines resource requirements, coordinates with other organizations or parts of an organization, monitors progress, and evaluates outcomes.

**Reasoning** – Identifies rules, principles, or relationships that explain facts, data, or other information, analyzes information, and makes correct inferences or draws accurate conclusions.

**Customer Service** – Works with customers to assess needs, provide assistance, resolve problems, and satisfy expectations, knows products and services, and is committed to providing quality products and services.

**Diversity** – Is sensitive to cultural diversity, race, gender, and other individual differences in the workforce.

**Teaching Others** – Helps others learn through formal or informal methods, identifies training needs, provides constructive feedback, coaches others on how to perform tasks, and acts as a mentor.

**Conflict Management** – Manages and resolves conflicts, grievances, confrontations, or disagreements in a constructive manner to minimize negative personal impact.

Knowledge of statistical research and evaluation methods sufficient to be able to collect and compile information, analyze data, and formulate recommendations based on data analysis.

Knowledge of library operations and resources sufficient to be able to assist customers as needed.

Knowledge of methods and elements of design and composition of printed or audio visual materials sufficient to be able to create and compose a variety of supplemental materials and presentations.

Knowledge of marketing strategies sufficient to be able to promote events, activities, or membership.

**Physical Demands** (Physical Demands are a general guide and specific positions will vary based on working conditions, locations, and agency/department needs):

Sitting: remaining in the normal seated position.

Carrying: transporting an object, usually by hand, arm, or shoulder.

Pushing: exerting force upon an object so that the object is moved.

Pulling: exerting force on an object so that it is moving to the person.

Balancing: maintaining body equilibrium to prevent falling over.

Reaching: extending the hand(s) and arm(s) in any direction.

Handling: seizing, holding, grasping, or otherwise working with hands.

Fingering: picking, pinching, or otherwise working with fingers.

Talking: expressing or exchanging ideas by means of spoken words.

Hearing: perceiving the nature of sounds by the ear.

Repetitive motions: making frequent movements with a part of the body.

Eye/hand/foot coordination: performing work through using two or more.

Lifting: Raising or lowering an object 10 - 25 pounds.

### ***Working Environment:***

Subject to varying and unpredictable situations.

Subject to many interruptions.

Subject to long irregular hours.

Exposed to infections and contagious diseases.

### ***Education Requirement:***

Master's Degree in Library Science from an American Library Association accredited program.

### ***Experience Requirement:***

Three years of professional experience performing community outreach work in a library or educational context.

***Education/Experience Equivalency:***

None

***Licensure and/or Certification:***

None

**CLASS DETAIL**

***FLSA CODE:*** Exempt

***ESTABLISHED DATE:*** 9/16/1995

***ESTABLISHED BY:*** Don Braden

***REVISED DATE:*** 12/20/09

***REVISED BY:*** Tony Gautier

***CLASS HISTORY*** 12/20/09: Spec updated into current format; competency and distinguishing characteristic statements added.