NATURE OF WORK:

Library Media Services is the central academic audiovisual library and multimedia provider for the University of Maryland Libraries and the campus. LMS collects and provides access to a variety of media collections, platforms and systems. LMS acts as access services, information and reference assistance site, and serves as The Libraries’ learning commons for media research, production and collaboration. LMS is both a physical and virtual service site that provides information services and curricular support as well as an array of multimedia facilities that are unique to the campus. As a member of the University of Maryland team, The Media Resources Librarian is responsible for managing traditional, digital and emerging media collections that support the teaching and learning priorities of the University. Position provides leadership to the staff supporting a wide range of media technology-based collections, facilities, programs and support services; facilitates campus-wide, cross-disciplinary outreach, instruction and collaboration among the University’s media users and The Libraries’ units where media and instruction are a significant part of their services; works in concert with relevant Library units to explore, adapt, and implement policies and strategies to support the conservation and preservation of general, legacy and special media collections.

Under the direction of the Head Library Media Services, the Media Resources Librarian provides leadership for the department in three main areas:

- Collection development and management services: selection, acquisition and use measurements of audiovisual materials in physical and digital formats; leadership in licensing, sharing, preservation, and reformatting of audiovisual materials; policy creation; marketing and outreach; creation of finding aids and tutorials; subject liaison and collection development librarian for Film Studies Department. Position also guides staff providing collection conservation.
- Information, research and outreach services: Works with managers of desk and online/virtual services to insure discovery of media for students and faculty; creates media-based learning tools; establishes and maintains multimedia/digital literacy competencies; provides relevant marketing and outreach to Libraries’ clientele.
- Collaboration: Works with Public Services, Special Collections and other areas of The Libraries to establish over-arching media specific approaches to the Libraries’ media resources; provides
media-oriented research, curricular and publication training for Libraries staff and University community.

Collection Development and Management and Services (40%):
- Evaluates, selects, and acquires audiovisual materials held by LMS in all formats
- Works with collection development managers and subject selectors to evaluate The Libraries’ media acquisitions and holdings; creates/revises collection development policies for LMS
- Acts as liaison with students, faculty, staff, media creators and commercial media vendors to ensure optimal acquisitions of materials to meet the Libraries’ collection development goals
- Anticipates technology/format migrations and upgrades, including identification of materials for reformatting, identification of funding sources, and navigation of copyright issues
- Works with Libraries’ collection services departments on issues related to licensing audiovisual resources
- Solicits, evaluates and processes media specific gifts and donations
- Evaluates audio-visual collections and helps develop a plan to manage and preserve these collections, including rehousing and reformatting of collections as appropriate
- Supervises LMS staff working to conserve collections and content access
- Develops, maintains, and implements best practices, standards and workflows for digital projects; develops materials for staff and patrons to educate on issues of duplication, preservation, restoration and reformatting of audio and video materials.
- Works collaboratively to research, recommend, design, and implement appropriate metadata standards and schema for discovery and access of collections.
- Assists in developing proposals and/or case statements for fund-raising and promotional efforts to preserve media collection.

Research, Instruction and Outreach (40%):
- Provides in-person and online reference and instruction related to the discovery and use of audiovisual materials to UMD faculty, students, and staff with an emphasis on research and curricular development.
- Assists with the integration of media collections and services into teaching, learning, and research activities of faculty, staff, and students
- Assists faculty and staff in adopting media for instructional programs and creating educational media content
- Creates course-related reference and learning tools such as bibliographies, mediagraphies, tutorials, subject guides, blogs, catalogs, social media services
- Develops and promotes multimedia/digital literacy competencies
- Collaborates with teaching/instruction programs with subject librarians and campus services
- Monitors LibAnswers and LibChat and answers questions in areas of expertise.
- Acts as Liaison to Film Studies Program, maintaining monograph and serials funds, developing tailored instruction programs, and participates in activities of the program
- Guides and supervises LMS graduate assistants and field studies in all related areas.

Professional Development, Scholarship, and Service (20%):
- Participates in opportunities to serve The Libraries, The University, and the profession.
- Takes part in professional development activities, including attending of workshops, webinars, and conferences to augment existing training and skills.
• Develops a scholarly and creative agenda through exhibit work, articles, media and other publications.

PHYSICAL DEMANDS:

SUPERVISORY RESPONSIBILITIES:
Assists in the supervision of graduate assistants, hourly student workers, interns and volunteers, as needed.

QUALIFICATIONS (Knowledge, skills, and abilities):
• Possess knowledge of film and media history, content, delivery and curricular practices
• Knowledge of audiovisual, multimedia hardware and software, Windows and IOS computers, software and relevant digital media platforms; knowledge of library automated information systems.
• Excellent communication and interpersonal skills and the ability to deal effectively and diplomatically with all patrons, library staff and visitors.
• Strong organizational skills and the ability to set and modify work priorities independently with a high degree of initiative.
• Strong commitment to outreach, proactive user services, diversity and to serving the needs of a diverse population.
• Demonstrable troubleshooting skills and the ability to recognize need for technical assistance.

EDUCATION:
Required: ALA-accredited Master’s degree in Library/Information Science OR Master’s degree in a relevant discipline with experience in providing public services OR a bachelor’s degree with equivalent professional experience in the area of focus. Degree received by the date of hire are acceptable

EXPERIENCE:
Required:
• Basic understanding of media and media technology;
• Basic understanding of film history and theory;
• Experience providing relevant customer service and outreach services;
• Knowledge of copyright policies and intellectual property issues;
• Demonstrated excellence in oral and written communication skills, analytical problem solving skills, and initiative;
• Strong organizational skills and the ability to respond effectively to changing needs and priorities.

Preferred:
• Experience in a large academic library setting;
• Professional experience with academic media collections, resources and services;
• Knowledge of audiovisual, multimedia hardware and software and relevant digital media platforms;
• Knowledge of rare, limited use, fragile and obsolete formats and equipment such as 16mm film, Beta, laserdisc, ¾-inch video, etc.;
• Knowledge of web-based video streaming and web administration skills;
• Experience with vendors and content providers including sales, performance and electronic licensing models;
• Knowledge of copyright and fair use issues related to licensing media resources, including video, audio, and images.

Employee’s Signature___________________________ Date____________

Print Employee’s Name____________________________________________

Supervisor’s Signature________________________ Date____________