

Visual Communication and Outreach Librarian

The Universities at Shady Grove (USG) is a regional higher education center of the University System of Maryland (USM) located in Rockville, Maryland. USG is an innovative partnership of nine public universities providing access to more than 80 high-demand undergraduate and graduate degrees specifically selected to respond to the workforce needs of the county and region. USG currently serves over 3900 students enrolled day-time, evening, full-time and part-time degree programs. The campus is projected to grow to 7500 students and is planning additional facilities to expand its health sciences and engineering degree offerings.

NATURE OF WORK:

The Priddy Library is seeking an innovative and enthusiastic information professional who will offer liaison services to the Publications Design (graduate); Simulation & Digital Entertainment (undergraduate); and Communication (undergraduate) programs at the Universities at Shady Grove (USG). The incumbent will provide subject-specific information literacy instruction, visual literacy (visual media) instruction, manage collections related to assigned subject areas, maintain strong relationships with faculty and students in assigned undergraduate and graduate programs, and enhance curricula and research innovation at USG. The successful candidate will also be responsible for planning and implementing outreach activities and marketing for the library.

DUTIES AND RESPONSIBILITIES:

Reference and Instruction: 45%

- Serves as library liaison to specified programs, which involves, providing information and visual literacy instruction, supporting faculty and student research, creating web and digital content, and developing and managing collections in assigned subject areas.
- Provides general and specialized information assistance and research consultations in person, by phone, by e-mail and through chat.
- Discovers and implements innovative technologies to advance teaching and learning, research, communication, collaboration, and information literacy.
- Designs and delivers research and information literacy and visual media skills workshops to individuals and groups (research posters; infographics, etc).
- Maintains a strong knowledge of current and emerging trends, particularly in the areas of information and visual literacy instruction, assessment and research methods

Outreach: 45%

- Responsible for the library's website.
- Manages library's social media presence.
- Working with students, creates physical library displays (exhibits).
- Creates and refines library messaging: library visual communication events, library marketing, annual reports, community outreach events.

- Maintains a knowledge of current issues and trends in the areas of social media, marketing and outreach.
- Assists with special projects and programs as needed.

General: 10%

- Serves on departmental, university-wide, or consortium committees and task forces as assigned.

PHYSICAL DEMANDS:

- Work is performed in an office environment and requires the ability to operate standard office equipment and keyboards.

QUALIFICATIONS (Knowledge, skills, and abilities):

EDUCATION:

Required

- MLS degree from an ALA-accredited institution of higher education or from a master's level program in library and information studies accredited or recognized by the appropriate national body of another country. Or master's degree in graphic design, film & media studies, marketing or related fields

EXPERIENCE (Be specific, indicate the minimum years of experience and skills needed):

Required

- Familiarity with information and visual literacy instruction.
- Experience or aptitude managing an organization's social media presence and/or website.
- Experience creating marketing materials.
- At least two to three years of related experience, or an equivalent combination of education and related experience.

Preferred

Education:

- Advanced degree in graphic design, film & media studies, marketing or related fields.

Experience:

- Experience providing reference and/or consultation and research assistance.
- Experience using electronic resources.
- Experience with or aptitude for working effectively and creatively with faculty and students.
- Knowledge of current and emerging trends in academic library services/resources.
- Experience with collection development.
- Experience working with diverse populations and undergraduate and graduate students.
- Strong public service orientation.
- Experience developing and implementing outreach or community events.
- Excellent oral and written communication skills.
- Demonstrated ability to work well both independently and collaboratively with colleagues, faculty and staff in a rapidly changing and dynamic environment.
- Familiarity with utilizing design thinking in an educational setting.
- Commitment to professional growth.

Faculty Requirements

This position is appointed to Library Faculty Ranks as established by the University System of Maryland Board of Regents. Rank at appointment is based on the successful applicant's experience and relevant credentials. Library Faculty at the University of Maryland must demonstrate accomplishments and/or evidence of potential for future accomplishments in three areas: 1) librarianship, which includes the assigned area(s) of responsibility and professional development; 2) service, which includes participation in library, university, local, and national committees and professional organizations beyond the assigned area(s) of responsibility; and 3) research, scholarship, and/or creative activities, which includes self-directed inquiry and results dissemination to advance the state of the profession. Library faculty who are successful in meeting these criteria are awarded continuous employment in the form of Permanent Status. For additional information on faculty status at the University of Maryland Libraries, consult: <http://www.president.umd.edu/policies/2014-ii-100b.html> .