



## JOB DESCRIPTION

<b>Job Title</b>	Outreach Officer		
<b>Service</b>	Community, Localities and Partnerships		
<b>Reporting to</b>	Community Library Manager/ Senior Development Officer		
<b>Grade</b>	13		
<b>Evaluation ref:</b>	AG0838	<b>Job Family ref:</b>	
<b>Role Purpose</b>			
<p>The Outreach Officer plays a key role in promoting and developing library services across communities by increasing awareness, participation, and engagement. The role focuses on supporting frontline teams and volunteers to deliver a diverse and inclusive programme of events and activities aligned to key service outcomes, including reading, digital inclusion, health and wellbeing, and support for children, young people and community development. Through outreach work, partnerships and engagement initiatives, the postholder helps ensure library services are accessible, relevant and responsive to the needs of local people.</p> <p>Working collaboratively with library staff, volunteers, community groups and partner organisations, the Outreach Officer supports the delivery of projects, builds local relationships, and identifies opportunities to enhance and promote services. The role involves coordinating volunteers, sharing good practice, supporting communication across teams, and contributing to service improvement through data monitoring and reporting. The postholder also champions volunteering, community involvement and inclusive engagement, helping to maintain a high-quality customer experience across the library network.</p>			
<b>Accountabilities</b>			
<p>Motivates and inspires front line teams and volunteers to maintain a regular programme of events and activities, promoting library services and encouraging participation aligned with Libraries six commissioned outcomes:-</p> <ul style="list-style-type: none"><li>· Vibrant and dynamic reading experience</li><li>· Digital World</li><li>· Strengthens and enables communities, eg Volunteering and friends groups</li><li>· Health and Wellbeing</li><li>· Contributes to economic growth, via Learning, skills development</li><li>· Children and Young People.</li></ul> <p>Plans and where appropriate delivers training and awareness sessions to library staff/Volunteers on opportunities and developments around the key commissioned outcomes (as above).</p> <p>Manages and supports a group of volunteers who deliver key support within communities' example, the delivery of a home Library services, and Pop up Libraries.</p>			

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Works closely with the Development team to embed the delivery of key projects and initiatives across libraries. Helps to co-ordinate effective communication with operational teams, eg checking people's understanding of what's required, responding to queries and concerns and highlights any significant staffing and financial resource issues that will impact on delivery.

Promotes awareness of good practice and the sharing of ideas across libraries to help maintain quality development activities, and build staff confidence in working with new concepts, eg new technologies; new partners, eg commercial partners, voluntary sector and new audiences, eg young adults, entrepreneurs.

Takes a lead within the Outreach team on specific areas of Outreach example Vulnerable Adults, children and young people. Working closely with organisations or SCC departments which lead on support for specific groups of the community e.g., Adult Social Care and Public Health.

Identifies and creates opportunities to promote library services and resources, eg online information resources; UKOnline sessions; 3D Printing service; Google Garage resources. This will involve engaging with schools, local businesses, other SCC services, Somerset Royal Voluntary Service, etc.

Identifies income generation opportunities, eg sourcing donations of time and resources for library initiatives; sponsors; community use of library buildings; local campaigns/initiatives.

Encourages and works closely with staff to engage with the libraries service's social media accounts, eg Instagram, Facebook, and Twitter. Works with and liaises with owners of community websites to ensure accurate and up to date information is displayed at all times.

Actively promotes a positive image of libraries and the use of the library in local communities, through social media, newsletters, Friends Groups, and in partner venues. Attends local community events to promote library services, eg village Fayres, Festivals, Exhibitions

Works closely with Library teams advising and supporting them to identify community links and set up local Friends groups.

Manages the recruitment and day to day support of a team of volunteers, ensuring all processes for recruitment is followed and that safeguarding policies and practices are in place.

Works with staff, volunteers and friends groups to promote and run library events and activities in the community. This could potentially include assisting and advising organisations or groups managing a Community led Library to ensure a consistent level of activity and events across the library network.

Helps to promote volunteering opportunities in Libraries to create capacity to deliver a wide range of promotional events and to help to build a positive and welcoming volunteer experience.

Provides challenge and guidance where needed on the presentation of Library spaces to ensure a consistently high quality customer experience.

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Is responsible for producing and monitoring service data. Maintaining work plans and presenting reports to the Senior Management team.

Understands, upholds and promotes the aims of the Council's equality, diversity and inclusion policies; health, safety and wellbeing of self and others. Equality and Diversity practice covers both interaction with staff, customers, partner organisations and communities and includes challenging discrimination and promoting equality of opportunity for all. Demonstrates sensitivity and respect for an individual's rights and their cultural needs. Has an awareness of customers with particular needs, eg Memory loss, Learning difficulties or wider mental health issues

### Knowledge / Experience / Skills

	Essential	Desirable
<b>Knowledge</b>		
Demonstrable knowledge of technology and a willingness to engage with new and emerging technologies or trends.	X	
Demonstrates knowledge and awareness of the attributes and library needs of particular user groups and community groups.	X	
Knowledge of community needs and the ability to engage effectively with a diverse range of user groups.	X	
Awareness of equality, diversity and inclusion principles and how these apply in service delivery.	X	
Knowledge of current trends in community engagement, outreach, or public service delivery.		X
Awareness of volunteer management principles and safeguarding responsibilities.		X
<b>Experience</b>		
Experience of working in a public/customer facing environment.	X	
Experience of engaging with a range of stakeholders, including community groups, volunteers or partner organisations.	X	
Experience of supporting or delivering activities, events, or services to meet community needs and increase participation.	X	
Experience of working collaboratively as part of a team and contributing to shared objectives.	X	

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Experience of working within a library, public service, or voluntary sector setting.		X
Experience of promoting services or initiatives through community engagement or social media.		X
<b>Qualifications / Registrations / Certifications</b>		
Minimum A-Level qualification or an acquired knowledge and an ongoing commitment to continuous professional development.	X	
<b>Skills</b>		
Ability to organise, prioritise and manage competing demands.	X	
Copes with competing deadlines and is able to prioritise work	X	
Adopts a flexible approach to support others including work experience placements and volunteers	X	
Strong communication skills, both written and verbal, with the ability to engage effectively at all levels.	X	
Able to actively listen and seek clarification when needed.	X	
Works with and supports a range of public service providers and community/voluntary groups based in the library	X	
Able to respond to and work with colleagues from other teams, partners or external organisations in a positive, proactive way	X	
Ability to motivate and support others, including volunteers and team members.		X
Ability to use a range of communication channels, including social media, to promote services.		X
<b>Working Conditions</b>		
<b>Dimensions of the role</b>		
<p>Has regular contact with Library Managers to receive instruction and/or guidance and with members of the Development team and Library Supervisors on a range of day to day activities.</p> <p>Responds to and works with colleagues from other teams within Somerset Libraries and other SCC services, partners and external organisations in a positive and proactive way.</p> <p>Manages and supports a team of volunteers – this could be up to 100</p>		

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Builds effective relationships with local media and the corporate communications team.

Has contact with the Corporate Volunteer recruitment team, Engage, Sparks and other Somerset based volunteer groups.

Engages with members of the public, volunteers and library Friends groups.

Works with local parish and town councils and colleagues from District Councils.

Will be based at a larger Somerset library but will be required to work flexibly across different locations as required.

### Resources

In 2016/17 there were 1,801,765 individual customer visits to Somerset Libraries, and 2,184,250 items borrowed.

The Library service has over 400 Volunteers supporting activities across the service. This is expected to double over the next three years.

Will not have a budget responsibility, but will be aware of financial resources available and make a case for the use of these resources. Knowledge of the costs associated with delivering promotional activities, relief cost, library furniture and equipment.

### Working Arrangements

Will be based at a larger Somerset library but will be required to work flexibly across different locations as required. *Regular working pattern but can be adjusted by mutual agreement.*

Prepared to work additional hours, including evenings, weekends and to work in other Libraries. Willing to travel between Libraries

### Corporate Accountabilities

Understand, uphold, and promote the aims of the council's equality, diversity, and inclusion policies; health, safety and wellbeing of self and others; and Organisational values in everything you do. Equality and Diversity practice covers both interaction with staff, service users and communities and includes challenging discrimination and promoting equality of opportunity for all.

Date: December 2017