

**Palos Verdes Library District  
Library Manager IV  
Department Manager - Digital Library Services**

Last Reviewed: January 2017  
Salary Range: 66

**PURPOSE**

Positions in the Library Manager classification series provide direct supervision and management to staff and volunteers in a work team, functional area, or department that provides technical and/or direct library services to the community. Incumbents report to and receive direction from the Deputy Director and/or Director. Incumbents may also perform a variety of professional librarian duties including development of programs and services for target audiences, reference, collection development and management, and/or cataloging. Incumbents are expected to be proactive in identifying current community needs and projecting future needs and to provide leadership to initiatives to help the library identify better ways of providing library services.

The Manager – Digital Library Services is responsible for the operation and continuous improvement of PVLD’s virtual library branch, [www.pvld.org](http://www.pvld.org); for selecting digital content and services; for monitoring trends in consumer use of technology and developing technology-based library services that address those trends; for identifying and supporting the implementation of technologies to enhance PVLD’s internal operations and organizational effectiveness; and for developing and implementing strategies to promote awareness of PVLD and its services and programs.

**EXAMPLES OF ESSENTIAL JOB FUNCTIONS** (Illustrative Only)

*Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

**Management and Leadership**

- Plan, organize, and oversee library services and programs for the community.
- Provide management and leadership to Digital Services staff, including
  - Interview, select and train new employees.
  - Recommend promotion/demotion or other change in status of staff members.
  - Plan, schedule and direct work/duties of staff members.
  - Provide staff members with feedback on their work performance through informal coaching and the annual review process.
  - Engage staff members in continuously improving the operation of the Library District
  - Ensure staff members are well informed about District services, operations, programs, events, employee benefits, etc.
  - Ensure staff members have appropriate training and professional development opportunities.
  - Ensures Digital Services staff members are trained in District policies and procedures and provide a high level of customer service. Ensure compliance with established policies and procedures.
- Ensure the safe and efficient operation of your Department.
- Participate as a member of the Management Team and contribute to the development of District-wide plans, goals, objectives, policies and procedures.
- Contribute to the development of the annual budget and manage expenditures in your area of responsibility.
- Train and supervise volunteers in your area as needed
- Develop and maintain effective working relationships with colleagues, library support groups, vendors and volunteers.

## **Digital Services**

- Develops, plans and implements goals, objectives, policies, procedures, and standards for Digital Services at all District locations.
- Monitors trends in consumer use of technology and develop technology-based services consistent with those trends. Shares information about current technologies with District staff and support staff efforts to learn and apply new technologies.
- Remains knowledgeable about technological advances and societal trends that impact library services and develop and implement new service models in response to those trends.
- Contributes to the development of other policies and procedures as a member of the District Management Team.
- Works with the Adult Services and Young Readers Departments to develop methods of providing reference service to people through the virtual branch.
- Assess patron needs and assist by answering reference questions, selecting materials, and/or assisting and instructing patrons in the use of library materials and resources.
- Leads the selection and management of on-line electronic resources.
- Participates in the selection and implementation of ILS software applications. Assists with the integration of new technologies and web-based services with the ILS.
- May perform original cataloging of print and non-print materials; maintains and updates catalog files.
- Reviews new publications and collection materials and selects materials and resources for acquisition or disposition as appropriate.
- Organizes, maintains, and catalogs/indexes a variety of print and digital materials.
- Participates in or leads meetings, committees, or projects intended to enhance services or promote consistent policies and procedures across the District.
- Participates and encourages staff involvement in community organizations, events, and activities as a means of developing an understanding of community needs and aspirations for library service.
- Serves as "Librarian-In-Charge" of a designated facility during assigned shifts.
- Resolves patron problems and complaints as needed.
- Maintains professional knowledge and skills in the areas of library services and web-related technologies and service capacities. Participate in relevant professional activities and organizations.

## **PVLD Web Site**

- Develops strategies, policies, service goals, and quality standards for the web site and web-based services. Works with other employees to identify and implement web-based service enhancements. Select, write, edit, and install content, using current coding systems and content management systems, and by applying knowledge of the site architecture. Train other staff to maintain portions of the web site as appropriate.
- Develops and manages the PVLD Intranet. Maintains the intranet with current information technologies and trains other staff to maintain portions of the Intranet as appropriate.

## **Administration**

- Prepare the annual Digital Services budget and manage expenditures to ensure they remain within budget.
- Effectively manages projects, including planning, scheduling, coordination, evaluation, budgeting, and administration.
- Maintain records related to Digital Services and programs.
- Prepare statistical and analytical reports, including a monthly report to the District Director and periodic reports to the Board of Library Trustees.
- Administer Human Resources procedures in relation to Digital Services staff (eg. time and attendance record keeping, work and vacation scheduling, etc.) to ensure all libraries are adequately staffed for opening and closing procedures and within safety guidelines set forth by the District.

- Ensures Digital Services facilities and equipment are safe, attractive, and maintained in good working order. Work with the Facilities and Information Technology Departments to initiate and coordinate maintenance and repair work.

### **Marketing**

- Leads the PVLD Promotions Committee and attends programming meetings.
- Develops and executes strategies to promote PVLD and its services and programs
- Creates and distributes marketing materials such as newsletters, flyers, and brochures
- Coordinates PVLD's social media marketing initiatives with Social Media Team.

***Perform additional duties as assigned.***

### **QUALIFICATIONS GUIDELINES**

#### **Knowledge of:**

- Administrative principles and practices, including goal setting, program development, implementation and evaluation and supervision of staff, either directly or through subordinate levels of supervision.
- Principles and practices of library policies, programs, program planning and implementation, systems development, and library operational trends and practices.
- Principles of library cataloging, collection development and sources of reference work.
- Principles and practices of leadership, motivation, team building, and conflict resolution.
- Principles, practices, characteristics, and activities of library services and technology including, but not limited to integrated library database systems, the Internet, MARC tags, technology planning, technology vendor relations, RFP's, database licensing, and other applications of technology.
- Organizational and management practices as applied to the analysis and evaluation of programs, policies and operational needs.
- Communication techniques required for gathering, evaluating, and transmitting information and directing group discussions.
- Principles and practices of general and statistical research, analysis, and presentation.
- Principles and practices of supervision, training, selection, motivation, training, team building, work evaluation, conflict resolution, discipline, and personnel management.
- Principles and practices of governmental budget preparation, monitoring, and administration.
- Computer literacy as related to library applications.
- The local community and its library needs.
- Applicable Federal, State, and District laws, codes, and regulations including administrative policies and procedures.
- Record keeping principles and procedures.
- Modern office practices, methods and computer equipment.
- Computer applications related to work, including word processing and spreadsheet software.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively representing the District in contacts with governmental agencies, community groups, and various business, professional, regulatory, and legislative organizations.
- Techniques for dealing effectively with the public, vendors, contractors, and District staff, in person and over the telephone.
- Techniques for providing a high level of customer service to the public and District staff, in person and over the telephone.

#### **Ability to:**

- Provide effective leadership, management, and supervision.
- Independently analyze complex problems, conduct research, and develop solutions.
- Organize own work and the work of others, set priorities, and meet deadlines.
- Interpret, explain, and apply all relevant District policies and procedures, and applicable Federal and State laws, codes, and regulations.

- Demonstrate specialized experience or expertise in a relevant area such as branch management, digital library services, children's/youth services, or information technology.
- Communicate clearly, concisely, and persuasively both verbally and in writing.
- Use computer and other technology, including software, hardware, and the Internet sufficiently to be able to assist customers, conduct research, prepare reports, use email and other communications technologies, etc.
- React tactfully and diplomatically during interactions with staff, the public, community groups, etc. while appropriately adhering to and enforcing sound library policies, procedures, and practices.
- Conduct effective meetings.
- Demonstrate a strong service orientation and a dedication to quality customer service.
- Contribute to the strategic and administrative leadership of District as a whole.
- Prepare and administer departmental budgets.
- Carry out public speaking assignments on behalf of District.
- Obtain CPR/AED/First Aide certifications and valid Ham Radio Technician License.

**Education and Experience:**

*Any combination of training and experience that would provide the required knowledge, skills and abilities is qualifying. A typical way to obtain the required qualifications would be:*

Master's Degree in Library Science or other specialized education. Four (4) years of increasingly responsible work experience preferably in a public library. Two (2) years of supervisory and/or managerial experience; plus, two (2) years of experience as a professional librarian. Technical skills include but not limited to knowledge of HTML/XHTML, CSS, database design, content management systems, social media, image manipulation, Dreamweaver MX, Drupal, Plone, & ASP.

**License:**

Must possess and maintain a valid California class C driver's license and have a satisfactory driving record.

**Physical Demands**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various District and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard or calculator, and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Positions in this classification occasionally lift and carry reports and records that typically weigh less than 25 pounds.

**Environmental Elements**

Employees work in an office environment with moderate noise levels, controlled temperature conditions and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

**Working Conditions**

Required to work flexible schedules including evenings, weekends, and holidays.