VIRTUAL BRANCH LIBRARIAN
(Range 119)

DEFINITION

Performs a variety of professional public service work in support of the growth and development of Virtual Library Branch. Position assists with the planning, and implements, Virtual Library services including the presentation and delivery of information services to library customers utilizing electronic resources and delivery methods such as the World Wide Web.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction and supervision from the Virtual Branch Manager.

ESSENTIAL AND MARGINAL FUNCTIONS--Essential and marginal functions and responsibilities may include, but are not limited to the following:

Essential Functions:

1.   Provides the efficient operation and delivery of services of a Virtual Library Branch via the World Wide Web.

2.   Develops and maintains the marketing the collection pages, InfoGuides, help pages and troubleshooting guides.

3.   Provides virtual reference service to patrons. Also, provides help desk support for Library District patrons and staff using web site forms, email and electronic resources.

4.   Assists with online database selection, maintenance, and troubleshooting issues.

5.   Conducts training on databases and Virtual Reference for both staff and patrons.

6.   Maintains compliance with Library District, Branch, and assigned Department policies and procedures and explains policies and procedures to patrons and staff.

7.   Exercises decision making skills.

8.   Interacts extensively via blogging, chat, email, over the telephone, and in-person with patrons, district-wide staff and management, outside agencies, and other libraries.

9.   Heavily utilizes personal computers and laptops for marketing the collection, web publishing, searching electronic reference resources, digitization techniques, automated library systems, the Internet, Intranets, e-mail, and on-line tools, and resources.

10.   Operates library and office equipment including, but not limited to: personal computers, laptops, InFocus projectors, scanners,, digital cameras, copy machine, telephone, facsimile machine, and microfiche/microfilm machine.

11.   Attends or conducts miscellaneous meetings and training sessions associated with virtual library services at meeting sites throughout the district.

12.   Maintains a safe environment for both staff and patrons.

Marginal Functions:

1.   Participates in committee work when needed.

2.   Attends and participates in professional associations meetings and seminars.

3.   Performs related duties and responsibilities as required.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

1.   Professional public library principles, practices, and techniques.

2.   Library/information studies directly related to the provision of virtual library services and its application to an online environment.

3.   Web design and publishing including command of HTML authoring, site management and assessment tools.

4.   HTML, Javascript, Coldfusion, Dreamweaver and related programming languages and technologies.

5.   Experience with database-backed web sites including preparing related documentation.

6.   Experience designing, developing, organizing and maintaining a web site.

7.   Updating and maintaining the III online catalog.

8.   Creating lists and extracting information from the automation system.

9.   Evolving Web Environment standards and issues, including Web 2.0 skills.

10.   Research techniques.

11.   Reader's services and the collections with the library.

12.   Using the sources and availability of current information.

13.   Automated library systems, on-line tools and resources, and the Internet.

14.   Library District, Branch, and Virtual Reference policies and procedures.

15.   Library District terminology and functions.

Ability to:

1.   Use electronic and multimedia resources and technologies as applicable to the delivery of reference and information services.

2.   Write book reviews, book descriptions, and database descriptions.

3.   Conduct on-line or in-person training sessions.

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4.   Use correct English, spelling, punctuation, and grammar, both orally and in writing.

5.   Provide excellent customer service in an online environment, especially with Library 2.0 social networking services such as on-line book discussions, and blogging; Virtual Reference chat and email services.

6.   Train staff and patrons on the use of databases and other virtual library services.

7.   Establish and maintain effective working relationships with those contacted during the course of work.

8.   Exercise good judgment and make sound decisions.

9.   Work quickly and accurately.

10.   Multi-task.

11.   Work both independently and as part of a team.

12.   Accept and manage change and maintain flexibility.

13.   Plan and organize work assignments for accurate and efficient results.

14.   Understand and follow oral and written instructions.

15.   Communicate clearly and concisely, both orally and in writing.

16.   Maintain the mental capacity for effective interaction and communication with others.

17.   Interpret and explain Library District, Branch, and Department policies and procedures.

18.   Maintain the physical condition appropriate to the performance of assigned duties and responsibilities which may include:

      --standing, walking, or sitting for extended periods of time;

      --bending, reaching, stooping, and pushing;

      --lifting and carrying;

      --operating assigned equipment.

19.   Maintain effective auditory and visual perception needed for:

      --making observations;

      --communicating with others;

      --reading and writing;

      --operating assigned equipment.

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Skilled in:

1.   Use of automated library systems.

2.   Use of wiki, blogging and virtual reference software.

3.   Use of personal computers and associated software.

4.   Use of library and general office equipment.

5.   Web publishing, electronic reference resources, digitization techniques, automated library systems, the Internet, Intranets, e-mail, and on-line tools and resources.

6.   Trouble shooting technical issues related to databases, automation systems, and websites.

QUALIFICATIONS

Training and Experience:

Master's Degree in Library Science from a college or university accredited by the American Library Association required; one (1) year of professional library experience working with a library web site with integrated reference resources required; experience providing reference and or reader services required; demonstrated computer experience required, including HTML, and Web 2.0 skills, chat/IM, blogging, del.icio.us, and wiki.

Physical Requirements:

Essential and marginal functions may require maintaining the physical condition necessary for standing and walking, frequent lifting and carrying objects of light weight (5 - 10 pounds), and lifting and carrying objects of moderate weight (11 - 20 pounds); frequent bending, stooping, reaching, and pushing; full dexterity in the use of fingers, limbs, or body in the operation of office equipment; utilizing a keyboard, and sitting, or standing for extended periods of time.

Tasks require sound perception, visual perception, and oral communications ability.

Environmental Requirements:

Tasks are performed with infrequent exposure to adverse environmental conditions.

License, Certificate, or Special Requirements:

Possess, or have the ability to obtain, a valid Nevada Driver's License at the time of hire.

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FLSA: **EXEMPT**

CBA: **NON SUPERVISOR**

DEVELOPED: **JULY 30, 2007**

REVISED:

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