

Nipissing University

JOB DESCRIPTION

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| JOB TITLE: | Library Technologist - Information Literacy & Student Engagement |
| DEPARTMENT: | Harris Learning Library |
| JOB CLASSIFICATION: | Technologist A |
| WAGE GRADE: | WG 60 |
| EMPLOYMENT DEFINITION (STATUS): | Full-time Support |
| SUPERVISOR: | Executive Director, Library Services |
| DATE: | November 2024 |

SUMMARY OF FUNCTIONS:

Reporting to the Executive Director, Library Services, the Library Technologist advances and enriches the library user experience by providing guidance and assistance to faculty, students, and staff of Nipissing University and Canadore College, and the community. Responsibilities include assisting library users with library services, access to information resources, provision of information literacy instruction sessions. The Library Technologist requires a strong understanding of record management and end-user experience within the ExLibris Alma/Primo environment. The Library Technologist is well-informed about new and emerging trends in the field of librarianship, information literacy, social media, and professional development in the profession.

The Library Technologist develops, designs, and oversees all library promotion, social media presence and coordinates student engagement activities. Additional responsibilities include the gathering and tracking of data, design and maintenance of forms and reports, and the consolidation of analytics connected with physical and digital experiences of the libraries supporting Nipissing University and Canadore College as required for internal and external use.

The Library Technologist is also responsible for training, providing instructive guidance, and mentoring other staff members with the shared responsibilities of the Library Service Desk: conducting effective reference interviews in person, phone or email in accordance to Library and Information Studies principles and guidelines; mentoring staff as they provide guidance to library users in the instruction of effective information searching strategies; guidance with procedures and practices associated with the Library Service Desk. They work in collaboration and consultation with a diverse team of library staff, librarians, Manager, Archives & Access Services, Executive Director in all service activities, planning new initiatives and projects and participation with library working groups.

DUTIES & RESPONSIBILITIES:

INFORMATION LITERACY INSTRUCTION AND LIBRARY ORIENTATION

(45%)

- Provide specialized in-person and online group library instruction sessions in response to Nipissing and Canadore faculty requests
- Work in collaboration with other library instructors to design information session frameworks that address class objectives, information needs, and skill-building requirements
- Ensure all information literacy instruction (online, in person, and tutorials) meet and/or exceed required accessibility standards to optimize the student learning environment
- Using foundational library practices and principles, provide individualized expert instruction and/or research appointments through detailed explanations and demonstrations of the selection, evaluation, and appropriate use of information resources to students and faculty when other staff members are unable to assist further with inquiries and interactions
- Provide library staff, student assistants, and co-op placements with information literacy instruction training, collaborative opportunities, and on-going mentorship

- Develop and provide on and online and / or virtual events, and programs both proactively, and in response to campus or community group requests
- Conduct library orientation sessions, familiarizing patrons with the layout and services of the library both in the physical and virtual environments
- Create, update and maintain accessible Library Resource Guides (LibGuides) and learning resources for internal and external audiences including the Staff Training LibGuide
- Design and create online tutorials, video shorts, and other audiovisual materials for YouTube and SlideShare to support website navigation, library instruction learning outcomes, and information literacy skill-building
- Locate and evaluate external digital content to enhance new and existing internal resources
- Provide library and literacy-related Drop-In sessions throughout the year to support student engagement, retention, and skills-building initiatives
- Use expert knowledge of and experience with Ex Libris Primo VE to shape the user experience as part of the Primo VE Enhancement team
- Acquire and maintain expert knowledge of reference sources and technologies, applicable copyright, access, and privacy laws
- Maintain reference collection; recommend updates to resources as they become available

STUDENT ENGAGEMENT AND PROMOTION OF LIBRARY SERVICES AND RESOURCES

(25%)

- Actively engage with students, faculty members, and staff to understand user information needs, identify target market interests, set quantifiable goals, and promote library programs, services, and resources through unit, campus, and other outreach opportunities
- Develop Library initiatives that support student success, equity, recruitment, and retention for all students, including historically underrepresented student populations
- Strengthen library identity using content, voice, and visuals that are representative of the library, services, and resources with awareness of current and emerging trends both in libraries and through campus initiatives
- Use data-driven social media analytics to establish best practices, build relationships, and achieve marketing goals for the library by building and maintaining a robust digital and online presence
- Promote resources, literacy initiatives, and library/collaborative events through selected social media platforms
- Oversee online representation of the library across social media networks, including YouTube, Facebook, Instagram, Slideshare, Spotify, Flickr, Twitter, and TikTok, with ongoing evaluations for effectiveness and engagement
- Develop and execute social media channel strategies designed to grow the online library community, increase channel follower base, and overall positive engagement
- Create infographics and other graphic designs to effectively communicate library data and metrics
- Coordinate, mentor, and provide directive guidance on projects, events, and campaigns to staff, student assistants and the Library Social Media Team members across all platforms
- Collaborate with campus and community partners to ensure library messaging is consistent with institutional goals
- Establish, design, and schedule social media content and campaigns on a daily, weekly, and yearly plan
- Interact with visitors in online environments and address all social media enquiries
- Develop and install revolving displays throughout the library spaces and instruction rooms according to marketing goals and special event activities
- Establish annual event and workflow calendar to ensure display schedule is attainable
- Write, collect, and edit content for the *Library News: News from the Edge of the Shelf* quarterly newsletter
- Prepare and operate display and information tables for student/visitor engagement, orientation, and outreach events
- Design and create, print and digital promotional materials for use in the library and distribution to external locations
- Maintain digital library photo collection ensuring preservation of associated metadata and permissions
- Recommend new information resources for the library collection based on current information literacy, user engagement, and library trends expertise

LIBRARY SERVICE DESK

(15%)

- Conduct reference interviews in person, phone or email to provide assistance and instructive guidance to library users about library services and access to information resources
- Guide and instruct patrons in information searching and evaluation techniques using the public search interface, databases and other available library or public information resources
- Assist with training and mentorship of new employees, providing expertise in best practices, reviewing activities, and collaborating through constructive feedback
- Advise/explain library procedures and practices to patrons
- Collaborate and consult with library staff and librarians when and as needed; refer patron queries when and as appropriate
- Collection maintenance when required: shelve materials, collect materials left around the library for re-shelving, shelf-read
- Assist patrons with printers, copiers, and Cash Card Manager Units, handle money; basic troubleshooting if needed
- Assist with opening and closing procedures
- Supply and troubleshoot for microform printers, correcting minor mechanical problems
- Participate, when and if necessary, on working groups for projects and activities

STATISTICS COLLECTION AND MAINTENANCE

(15%)

- Prepare, maintain, verify, and/or update documents and reports for both internal and external use
- Gather and track physical and online data and analytics from various sources (Gimlet, Social Media networks, LibGuides) to identify trends, opportunities and to support evidence-based decisions
- Assist in generating detailed Patron Interaction tracking and monitoring using the electronic tracking system (Gimlet) as required, including email, virtual, phone and in-person communications and inquiries
- Monitor patron interaction methods and tools to generate regular quarterly reports for library management
- Encourage and mentor library staff members in appropriate and on-going data tracking methods and requirements
- Coordinate and accurately track library instruction, outreach, and orientation requests
- Gather and track Gate Count data from the Harris Learning Library and Commerce Court Library on a daily, monthly, and annual basis
- Maintain and update staff used documents for statistical data gathering

Any other duties as assigned.

QUALIFICATIONS:

Education: Library Technician diploma from a recognized program

Training and/or experience may be substituted for formal academic training at the discretion of the University.

Training, Experience, Knowledge & Skills Required:

- One year of directly related academic library experience
- Training and demonstrated experience with the provision of circulation and reference services, library orientation and instruction sessions
- Training, experience, and familiarity with library information resources and collections
- Training, experience, and familiarity with Integrated Library Systems (ILS) and other library-related software applications, preferably in an academic library
- Foundational knowledge of library principles and practices, Intellectual Freedom, ethics, privacy and confidentiality
- Demonstrated ability to conduct reference interviews and aid library users with various and diverse academic levels
- Understanding of Indigenization and decolonization work in the Library and Information Studies profession;

familiarity and awareness of the Canadian Federation of Library Associations (CFLA) "Truth and Reconciliation Report and Recommendations"

- Demonstrated ability to quickly learn and assist others in learning new software and applications
- Broad general knowledge to understand patrons' needs and provide customized assistance
- Strong analytical and critical thinking skills with ability to implement course of action or make recommendations within scope of the position
- Ability to apply good judgment and decision-making skills to implement course of action or make recommendations within scope of the position
- Effective interpersonal skills
- Strong and effective written and oral communication skills
- Attention to detail
- Commitment to customer service standards
- Ability to work as part of a team and independently with little supervision
- Ability to manage time and work under pressure in a changing environment
- Familiarity with ACRL standards/framework (provision of Reference Services, Information Literacy, and Instruction), considered an asset
- Basic troubleshooting skills with photocopiers, printers, scanners, microfilm printers and computers
- Strong understanding and ability to contribute to the promotion of equity, diversity, and inclusion in library interactions
- Understanding of accessibility, including legislation and disability technologies and services
- Evidence of a strong service orientation, and the instructional applications and technologies necessary to support the needs of students and faculty
- Ability to plan and implement digital literacy programming and outreach services for users coming from various backgrounds and subject disciplines
- Experience or demonstrated interest in participating or leading community engagement activities
- Demonstrated experience with gathering, analyzing, and interpreting data to be able to share to diverse audiences
- Demonstrated ability to be a creative and analytical thinker with experience executing content creation, storytelling, media planning and social/digital environments
- Evidence of excellent interpersonal skills with the ability to establish positive and productive collaborations with staff and faculty

RELATIONSHIPS/CONTACTS:

Supervised by: Executive Director, Library Services

Internal Contacts:

- Faculty, staff, and students

External Contacts:

- Canadore College
- Community members
- Colleagues of at University and College libraries

MATERIALS UTILIZED:

- Library collection
- General office equipment
- Microform reader/printers
- Cash card manager, cash register
- Digital screen, bulletin board, whiteboard/noticeboards
- Display supplies, paper cutter, camera
- Button-maker

PHYSICAL/MENTAL DEMANDS & WORKING CONDITIONS

- Visual and mental concentration
- Moderate physical effort: considerable walking plus stooping, standing, bending, stretching, climbing, and lifting
- Push and pull heavy trolleys of books
- Shared open office space
- Pleasant surroundings; public area
- Hours of work will be primarily daytime, but evening and weekend shifts may be required
- The incumbent may also be scheduled at the Commerce Court Campus
- Flexibility is required in order to meet operational requirements, Technologist will be notified in advance of any changes to the regularly scheduled shifts as outlined in the Article 22.02 of the collective agreement

I have read my position description and it has been reviewed with my supervisor. I understand what my duties and functions are, and I will carry out all of my responsibilities as herein described.

Employee Name (Please Print)

Employee Signature

Date

Approvals

Supervisor

Date

Human Resources

Date