

**Mukwonago Community Library Job Description**  
**Associate Director of Circulation and Customer Experience**

**POSITION:**

- a. **Job Title:** Associate Director of Circulation and Customer Experience
- b. **Under Direct Supervision of:** Library Director
- c. **Supervises:** Circulation Specialist, Materials Specialist, Marketing & Outreach Specialist, Public Service Associates, and Library Pages
- d. **Schedule:** 40 hours per week including morning, afternoon, evening and weekend hours
- e. **Benefits:** This position comes with full benefits. Refer to the Village of Mukwonago Employee Handbook for more details.
- f. **FLSA Status:** Exempt

**GENERAL POSITION SUMMARY:**

Part of a two-person management team that works with the Library Director to oversee Library operations and focuses on the overall customer experience including circulation workflows, signage, outreach, and promotional needs. Supervises staff in charge of circulation, materials maintenance, and marketing. Coordinates all library-wide public service functions and manages all circulation operations. Constantly examining how the customer experiences the digital and physical library and assessing how that experience can be improved. Assists Library Director with planning and administrating major aspects of the Library operation including circulation, the Circulation Desk, and marketing.

**DUTIES AND RESPONSIBILITIES/ESSENTIAL FUNCTIONS:**

**Associate Director**

- Carries out the vision and directions of the Library Director.
- Enforces policies and procedures.
- Oversees Library operations in the Library Director's absence.
- Creates, analyzes, and shares reports related to circulation and services.
- Assists in the onboarding and training of new Library staff.
- Identifies issues and communicates them to the Library Director.
- Manages day-to-day considerations of staff under their supervision including scheduling, training, coaching, and answering questions. Communicates any staff concerns, ideas, or unresolved issues to the Library Director.
- Actively participates in regular meetings with the Library Director and the Associate Director of Collections and Programs to share information, identify needs or issues, problem solve, and address anything else that concerns the operations of MCL.
- Collaborates with the Associate Director of Collections and Programs to ensure cohesive procedures for all staff and a seamless user experience.
- Makes policy recommendations to the Library Director. Provides feedback, insight, and data related to policy decisions.

- Assists in finding, coordinating, and evaluating professional development opportunities for the staff.
- Attends staff meetings and library system meetings as appropriate. Represents the viewpoint of the Customer Experience Team.
- Assists Library Director with planning of library services for short and long-term goals as set by the library board and participate in the application of the strategic plan.
- Performs other duties as assigned by the Library Director.

### Communications

- Oversees involvement in community special events; media relations and news conferences; presence on the internet and other electronic media; and other informational and promotional considerations.
- Oversees adherence to MCL protocol, confidentiality laws, and brand standards, and ensures that a unified, consistent message/theme is delivered in all publications for the public, community stakeholders, and legislators.
- Develops, implements, and maintains marketing and promotional standards to ensure consistency and uniformity throughout all of MCL's messaging.
- Develops, implements, and maintains packaging and tagging standards to ensure consistency and uniformity throughout all of MCL's collections.
- Coordinates MCL's overall public information plan and strategies for increasing public awareness of library services, activities, and accomplishments.
- Coordinates and prioritizes the gathering and analysis of demographic, market, and other information necessary for formulating and evaluating the effectiveness of MCL's overall public information plan and leads the evaluation of the results of public information activities.
- Develops, implements, oversees, and maintains emergency preparedness communication methods and crisis PR communication statements and messaging.
- Oversees the implementation of MCL's social media policies and procedures, leveraging MCL's online presence through digital marketing, and monitors staff compliance.

### Customer Experience

- Oversees all customer service initiatives with the goal of providing high quality services via the telephone, the internet, and in person with a focus on Library usage, technology, and communication.
- Assigns and supervises staff on maintaining public bulletin boards, brochures, websites, and other public information resources.
- Identifies and addresses external and internal factors that might impact user experience. Communicates to the Library Director about issues that need to be addressed higher up in leadership.
- Evaluates customer feedback, workflows, and other points of data to determine how to improve library services and efficiency.
- Identifies when the Library needs to gather information to better meet the needs of the community. Develops and deploys a variety of surveys and other forms of feedback

gathering to consistently collect user data in a variety of ways. Utilizes statistics, user data, and other sources of information to provide insight into gaps in service or user needs.

- Identifies when a change in Library policy, procedures, or protocol would impact user experience. Develops plans to reflect these changes to users and communicates any changes to all staff. Ensures continued high quality of customer service throughout any changes.
- Keeps current on trends, needs, changes, and/or issues that impact the customer experience and communicates these to the Library Director and management team.

#### Circulation & Collection Maintenance

- Oversees and participates as needed in all circulation operations which includes, but is not limited to, checkout and check-in of all materials; shelving of materials; fine and fee collection; and the processing of overdue notices and bills.
- Reconciles cash register transactions and reports.
- Assists in developing communication methods between Collection Developers and the Customer Experience Team to ensure collaboration on collections issues. Oversees and enforces adherence to standards of collection maintenance.
- Assigns and supervises staff in the processing of new materials and repairs of damaged materials.
- Assigns and supervises staff in conducting Inter-Library Loans (ILL).
- Assigns and supervises staff in conducting routine maintenance on the Thingery collection with the goal of maintaining high quality standards.
- Assigns and supervises staff in identifying damage to items. Assigns and supervises staff in contacting customers regarding missing/damaged/lost items and conducting collection repair.
- Assigns and supervises staff in conducting physical collection maintenance such as covering and properly packaging items for circulation; physically removing items that Collection Developers have identified for deselection; and notifying Collection Developers of item damage or issues.

#### Administrative

- Schedules staff to meet the needs of the Library and maintain high quality services.
- Evaluates staff on an ongoing basis and provides meaningful feedback. Conducts evaluations dictated by policy.
- Runs reports and provides data to the staff and Library Director.
- Oversees services at the Circulation Desk. Ensures the Circulation Desk is responding to the needs of MCL users. Maintains, troubleshoots, and supervises others on the technology related to Circulation Desk services.
- Builds and maintains a Customer Experience Team with the staff they supervise. Promotes and models great communication. Encourages and participates in professional development opportunities. Promotes user-oriented problem solving and innovative

thinking with the goal of constantly improving the Library's customer service to meet the needs of the MCL community.

- Cross-trained on the basic duties at the Information Desk. Provides back-up to the Associate Director of Collections and Programs when needed.

**ADDITIONAL KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledgeable about public library management and public library administration.
- Knowledgeable about professional library standards and ethics.
- Ability to complete training on and maintain library technologies related to job duties and area of supervision including, but not limited to: RFID technologies; library server; copiers; hearing loops; cash registers; productivity software such as Microsoft 365; and smart lockers.
- Ability to display creativity, accountability, and flexibility in implementing the Library's mission, vision, values, and strategic plan goals.
- Ability to adhere to professional standards of behavior including, but not limited to: maintaining schedules and meeting deadlines; working within budgeted guidelines; taking direction from supervisor; keeping accurate records in required format; upholding and adhering to library policies; and managing time effectively and productively.
- Ability to effectively manage a team.
- Ability to teach and train staff in an effective and respectful manner.
- Ability to successfully track and manage projects.
- Ability to positively and effectively interact with diverse individuals.
- Ability to establish and maintain effective working relationships with direct supervisor, MCL staff, other agencies, and the general public.
- Ability to learn new tasks and skills, take feedback, reflect on performance, and improve.
- Ability to work independently and make effective decisions based upon experience, knowledge, and training.
- Ability to understand and follow oral and written instructions.
- Ability to utilize data to drive decision making.
- Ability to recognize trends and library user needs and respond to them appropriately.
- Ability to physically perform the essential job functions.
- Ability to work a flexible schedule that will include days, evenings, and weekends.
- Skilled in utilizing technology to conduct all aspects of the job including communication, record keeping, and customer service.
- Excellent oral and written communication skills.
- Excellent customer service skills.
- Excellent interpersonal skills using tact, adhering to privacy policies, patience and courtesy.

**QUALIFICATIONS AND REQUIREMENTS:**

- Required: Master's Degree in Library Science (MLS) or Master's Degree in Library and Information Science (MLIS) from an American Library Association accredited program; or Bachelor's degree in related field plus two (2) years of library-related managerial experience.
- Required: At least two (2) years of related library work experience with working knowledge of circulation and communications.
- Required: At least two (2) years of management experience.
- Equivalent combination of education and experience may be deemed acceptable by the hiring authority
- All applicants are subject to fingerprinting and a background check. Employment is contingent on passing those assessments.

**PERSONAL ATTRIBUTES:**

The candidate must be detail orientated, have a high standard of customer service, be friendly and cooperative, and be open-minded. The candidate must be able to understand how all areas of a library work together and be enthusiastic about improving library services as a whole. The candidate must be willing to collaborate with others and be constantly looking for ways to improve the experience of Library users. The candidate should highly value the use of statistics, user surveys, and other data to make decisions. The candidate should be excited for the evolution of libraries and capable of leading positive change.

**PHYSICAL DEMANDS/WORKING CONDITIONS:**

The physical demands described here are representatives of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work is performed inside a typical interior/office work environment. While performing the duties of this job, this position is regularly required to:
  - Constantly remain in a stationary position
  - Frequently move around an office environment to access drawers, shelving, office equipment, etc.
  - Constantly operate a computer and other office productivity equipment such as a computer, copier, telephone, tablet, etc.
  - Occasionally position self to reach office equipment, tall shelves, low shelves, into deep bins, etc.
  - Constantly communicate with supervisors, staff, and Library users. Must be able to exchange accurate and timely information in these situations.
  - Frequently process and respond to questions and requests from supervisors, staff, and Library users. Must be able to exchange accurate and timely information in these situations.

- Frequently detect and decode writing, pictures, and colors on a computer screen, in small and large size, on signage, close up, and on a variety of surfaces
- Occasionally move carts up to 50 lbs.

We are an equal opportunity employer. The job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities and activities may change or new ones may be assigned at any time with or without notice.