



CECO

## COMMUNITY ENGAGEMENT AND COMMUNICATION OFFICER

This job profile **focuses on the communication skills needs and the community facilitation needs** identified throughout the research. Consequently, there will be a high level of contact with library users as well as local stakeholders to create a network for the library to use in community facilitation activities. The main objective for this profile is to **focus on developing services and activities based on their community's needs including segments of the community that are not library users yet** and thus build a network of local stakeholders they can involve in different activities and services to support their community. As part of this they will work on communicating with their target groups through online and offline means.

The digital skills needed for this profile converge around the communication tasks and researching community needs. This profile needs to understand different communication techniques both online and offline, information, data, and media literacy to avoid the spread of disinformation, and graphic design skills to produce content to use in communication campaigns. While they do not need to be experts, they must be at the "intermediate" DigComp 2.1 level at the very least.

There are many transversal competences this profile has and must develop. As this profile focuses on service development, it is crucial that this profile is able to **listen actively and develop creative solutions** to their community's needs. They must also be able to leverage local stakeholders in their community to involve in their community facilitation activities which requires strong networking skills. Furthermore, as they will be frequently in contact with their community, **they must have strong interpersonal skills** and will need strong pedagogical, coaching, and mentoring skills to support their community.

## JOB ROLE PROFILE DESCRIPTION

### Description

The **community engagement and communication officer is a flexible, proactive, and digitally aware worker**. They use local and national data and information from community engagement to assess community needs and set priorities for outreach services. The community engagement and communication officer reaches out to underserved communities to identify, pilot, and establish non-building based library service delivery models that further engagement, and address barriers to library use, literacy and digital inclusion. They analyse, interpret, and act upon data and trends in library engagement and outreach, both locally and nationally. They work with communities and engage people outside the library walls through various channels, including neighbourhood meetings, community-based organizations and groups, networking, social media and other communication methods.

(Disclaimer: Role profiles are not job profiles, an employee in an organisation can have different roles, even if the employee holds a different job title)

### Education field

Communications, marketing, Library and Information Science (LIS), public relations, education

### EQF level

5

## Tasks/Key responsibilities

- Collaborate to **develop and implement a communication strategy** boosting user engagement online and in-person and reaching new audiences
- Collaborate to **design user-centred digital services** engaging citizens for the development of innovative cultural activities
- Manage information flows to meet needs for information content
- Communicate, network, and **manage relationships with external stakeholders** that can be involved in the library's activities
- Measure and evaluate library services and user uptake of these and suggest improvements where possible
- **Assess community needs** and design services around these
- Communicate with users on library services and respond to user inquiries about library services
- Organise ways for users to provide feedback on library services and assess user feedback
- **Identify local issues relevant to their community** and facilities activities around this online and offline
- Organise and **manage e-facilitation activities** tailored to target groups' needs

## Knowledge

- Required**
- User needs analysis and community assessment
  - Written and verbal communication skills including copywriting and knowledge of various communication techniques
  - Marketing and communication tools, including social media, knowledge
  - Audience development strategies
  - Basic graphic design tool knowledge
  - Legal aspects in Copyright, Creative Commons
  - Knowledge of web publication tools
  - Knowledge of measurement and evaluation of library services methodologies
  - Knowledge about services in the library and information field and recent developments in these fields as well as development of public services
  - Basic knowledge of social and data analysis
  - Basic knowledge of user-profiling technologies
  - Knowledge of Office Suite
  - Knowledge of facilitation techniques including e-facilitation
- Desired**
- Comprehensive social research knowledge
  - Knowledge of human information behaviour and information systems design
  - Basics of sociology and social psychology

## DigComp 2.1 competences

- Required**
- INFORMATION, DATA, AND MEDIA LITERACY**
- 1.1 - Browsing, searching, and filtering data, information, and digital content**
- Knowledge of trusted data sources and databases for news and other information as well as navigating these
  - Knowledge of how to research efficiently in online search engines and explaining this to users and colleagues
- 1.2 - Evaluating data, information, and digital content**
- Capacity to review content for disinformation, fake or biases before sharing it online to users or colleagues
- 1.3 - Managing data, information, and digital content**
- Ability to use various tools to store information and retrieve it when needed to solve local issues

## Required

### COMMUNICATION AND COLLABORATION THROUGH DIGITAL TECHNOLOGIES

#### 2.1 - Interacting through digital technologies

- Knowing how to interact with library users and the wider community through digital technology and which digital communication tool to use for their work

#### 2.2 - Sharing through digital technologies

- Understanding how to share digital content in a shared workspace whether online or offline

#### 2.3 - Engaging in citizenship through digital technologies

- Management of online interactions including frustrating and offensive ones professionally and politely
- Able to develop, in collaboration with relevant colleagues, activities that encourage (digital) citizenship for their users

#### 2.4 - Collaborating through digital technologies

- Knowing how to interact and collaborate with colleagues using digital technologies

#### 2.5 - Netiquette

- Able to manage frustrating or rude online interactions in a professional way. Knows when to take further actions if there are constant issues with specific online users

#### 2.6 - Managing a digital identity

- Able to manage the library's digital identity including avoiding creating spam when promoting online and able to protect private data
- Able to support library community and users in safe use and protection of their digital identity

### DIGITAL CONTENT CREATION

#### 3.1 - Developing content

- Can use digital technologies (hardware and software) and graphic design tools to create posters, flyers, online images and videos to use in the library's communication activities
- Able to create and interpret online surveys and polls in order to collect community opinions
- Basic knowledge of processes for digitizing cultural heritage

#### 3.2 - Integrating and re-elaborating digital content

- Alteration of existing copyright-free content to adapt to new contexts or needs

#### 3.3 - Copyright and licenses

- Knowledge of image banks to use in the library's activities as well as how to search for copyright-free images

### SAFETY

#### 4.1 - Protecting devices

- Know-how regarding the protection of the library's social media accounts and steps to take if hacking attempts are observed

#### 4.2 - Protecting personal data and privacy

- Knowledge of protecting colleagues' personal data if publishing content that includes them
- Respect of GDPR and Right to be Forgotten for colleagues and users

### PROBLEM SOLVING

#### 5.2 - Identifying needs and technological responses

- Identification of user needs and communication of possible solutions to these via the library's communication channels



- Required**
- 5.3 - Creatively using digital technology
    - Identification of opportunities to use the library's digital tools in new ways to reach users more meaningfully/reach new users

- Desired**
- DIGITAL CONTENT CREATION**
    - 3.4 - Programming
      - Basic knowledge of programming languages to solve minor issues on their library's website
  - SAFETY**
    - 4.3 - Promoting health and well-being
      - Able to identify local issues focused around health and well-being and can suggest activities that would encourage public awareness of this
    - 4.4 - Protecting the environment
      - Knowledge of environmental issues and local concerns and able to suggest activities that would foster community discussions around these
  - PROBLEM SOLVING**
    - 5.1 - Solving technical problems
      - Able to identify simple technical issues and solve them without depending on a specialist where possible. Also able to identify an issue that cannot be troubleshooted on their own and soliciting help from a specialist when needed
    - 5.4 - Identifying digital competence gaps
      - Capable of identifying where training may be needed for themselves and the wider library community and finding or offering relevant training initiatives

**Transversal and entrepreneurial competences**

- Required**
- Creativity
  - Learning through experience
  - Planning & management
  - Taking the initiative
  - Motivation & perseverance
  - Mobilising resources
  - Spotting opportunities and strategic thinking
  - Marketing, advocacy, promotion skills
  - Time management
  - Integrity
  - Leadership and change facilitator
  - Networking skills including relationship management
  - Valuing ideas
  - Mobilising others
  - Interpersonal skills (communication and active listening, problem solving and decision making, conflict solving and management, negotiation, emotional intelligence, collaboration with others)
  - Mentoring, coaching, and pedagogical skills
- Desired**
- Self-awareness & self-efficacy
  - Coping with uncertainty, ambiguity & risk
  - Fundraising skills and knowledge
  - Ethical and sustainable thinking
  - Design thinking



## Environment

This profile is **an external facing role and will work in various environments**. Due to this, it can fit within different types of libraries. The high levels of interaction both online and offline create an environment needing a high level of adaptation and understanding of the limits and advantages in each of these. This profile will have to work in tight collaboration with other teams and external stakeholders occasionally to improve existing services and/or develop new services that respond to user needs in the digital era. Furthermore, as this profile will reach out to new segments of their library community and will often be in contact with library users, **they may occasionally have to navigate sensitive issues within the community and must be able to respond appropriately and professionally**.

## KPIs

- Growth of library's digital presence including the number of followers on social media, website visits & time spent on website
- Development of new digital activities for audience development
- Evaluation of responses and uptake from users towards new and existing digital activities
- Intake of new users from new demographics (identified through new registrations)
- Number of new services or improvements to existing services suggested and designed
- Number of users consulted regarding library services and user needs
- Assessment of user experience and satisfaction regarding facilitation of activities and services implemented in the library

## Relationships

### Reports to:

Head of communication and head of services

### Interacts with:

ICT team

Customer service team

