



Strengthening Libraries

as Entrepreneurial Hubs

ENTREPRENEURIAL SERVICES POSITION DESCRIPTION EXAMPLES

These job descriptions have been provided by library systems in the “Strengthening Libraries as Entrepreneurial Hubs” peer-learning cohort.

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Small Business Specialist

Mid-Continent Public Library 2

Outreach Business Specialist

Mid-Continent Public Library 4

Business Information Librarian

Mid-Continent Public Library 6

Librarian III/Business Technology Specialist

Toledo-Lucas County Public Library 8

Small Business and Employment Resources Coordinator

St. Louis County Public Library 10



SMALL BUSINESS SPECIALIST

Provided by: Mid-Continent Public Library's Square One Small Business Program

Position Overview:

The Small Business Specialist is responsible for modeling excellent customer service to all staff and customers by providing outreach and training to the business community as well as library staff. This position also works within a team to continuously grow the Square One Small Business program.

Reports to: Information and Reader Services Manager

Employee Expectations:

- Supports, promotes, implements, and makes decisions based on established Library policies, guidelines, and programs
- Knowledge and support of the principles of intellectual freedom, including the Library Bill of Rights and the Freedom to Read statement
- Models excellent customer service attitude and delivery, supporting a collaborative and inclusive workplace
- Consistently meets expectations set forth in Non-Exempt Employee Expectations Document

Essential Job Functions:

- Creates and conducts presentations to businesses, organizations, chambers, and staff on the Library's business resources
- Represents the Library by attending different business organizations meetings and events
- Creates and presents classes on business related topics
- Fosters branch participation in local chambers
- Demonstrates thorough knowledge of the Library's business resources
- Coordinates with Community Programming and Marketing on programs that will support the small business community
- Trials and evaluates existing and potential online resources
- Keeps up to date with trends in the business world
- Assists staff with business related inquiries from the public
- Maintains relationships with the business community
- Writes blogs and articles, and creates videos on topics pertinent to small business
- Assisting with promotional posts and videos to market Square One events and classes
- Plans and coordinates Square One Boot Camps and other business events
- Contributes to Square One Facebook, Twitter, and Instagram accounts
- Creates content for resource partners
- Tracks business program statistics
- This position requires a valid driver's license

Non-essential Job Functions:

- Conducts one-on-one consultations on library and business resources
- Participates in various business committees
- Attends meetings as needed
- Serves on MCPL committees as needed

Required Skills:

- Models excellent customer service attitude and delivery
- Demonstrates proven computer literacy with adequate keyboarding skills
- Uses effective verbal, written, and discreet communication with management, co-workers, and the public
- Exhibits self-motivation with the ability to prioritize, meet deadlines, and manage changing priorities
- Demonstrates excellent organizational and planning skills with ability to perform multiple tasks concurrently
- Possesses ability to adapt quickly to new technologies
- Performs duties requiring the exercise of professional skill, initiative, and independent judgment
- Successfully handles matters of conflict
- Demonstrates skill in document creation, data entry, and manipulation
- Demonstrates excellent public speaking and presentation skills
- Possesses ability to maintain a flexible 40 hours per week schedule that occasionally requires capacity to change schedule on short notice
- Demonstrates ability to learn and subsequently train staff on reference- and business-related topics
- Possesses knowledge of the library's business information resources

Experience and Training:

- High School Diploma or GED Required
- Associates or Bachelor's degree with coursework in Business, Communications, Marketing or related fields preferred
- Competent in Microsoft Word, Microsoft Excel and Microsoft PowerPoint
- Knowledge of Workflows or other library software preferred
- Knowledge of social media required
- Public speaking ability required

Essential physical abilities to be accomplished with or without reasonable accommodation are:

- Clarity of speech and hearing which permits the employee to communicate effectively with the supervisor and other employees.
- Vision which permits the employee to produce and review a wide variety of library materials, written correspondence, reports and related materials in both electronic and hard copy form.
- Manual dexterity which permits the employee to operate a keyboard and any other assigned equipment.
- Personal mobility which permits the employee to monitor and perform assigned library operations, and to attend Library meetings at various locations.
- Must be able to lift up to 40-pounds, push and pull carts weighing up to 200-pounds, bend, stoop, and lift and move tables and chairs.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as required to meet the ongoing needs of the organization.

OUTREACH BUSINESS SPECIALIST

Provided by: Mid-Continent Public Library's Square One Small Business Program

Position Overview:

The Outreach Business Specialist is responsible for modeling excellent customer service to all staff and customers by providing outreach and training to the business community as well as library staff. This position forms and maintains partnerships with the business community.

Reports to: Information and Reader Services Manager

Employee Expectations:

- Supports, promotes, implements, and makes decisions based on established Library policies, guidelines, and programs
- Consistently acknowledges and appreciates all Library employees' contributions
- Contributes positively to the efforts of supervisors and peers
- Establishes and maintains supportive working relationships with internal and external customers
- Consistently meets expectations set forth in Non-Exempt Employee Expectations Document
- Position requires a valid driver's license.

Essential Job Functions:

- Creates and conducts presentations to businesses, organizations, chambers, and staff on the Library's business resources
- Represents the Library by attending different business organizations meetings and events
- Creates and presents classes on business related topics
- Fosters branch participation in local chambers
- Demonstrates thorough knowledge of the Library's business resources
- Coordinates with Community Programming and Marketing on programs that will support the small business community
- Trials and evaluates existing and potential online resources
- Keeps up to date with trends in the business world
- Assists staff with business related inquiries from the public
- Seeks out and forms new partnerships with the business community
- Creates and conducts workshops and special events in cooperation with other business organizations
- Participates in area business expos
- Assists in training of Small Business Specialists under the direction of the IRS Manager
- Assists Dept. Manager with grant-funded initiatives
- Point of contact for potential partnerships

Non-essential Job Functions:

- Acts as liaison for school districts' Career & Professional Studies
- Serves on EDCs, networking, and other business committees
- Assists with interviewing Small Business Specialists

Required Skills:

- Models excellent customer service attitude and delivery
- Demonstrates proven computer literacy with adequate keyboarding skills
- Uses effective verbal, written, and discreet communication with management, coworkers, and the public
- Exhibits self-motivation with the ability to prioritize, meet deadlines, and manage changing priorities
- Demonstrates excellent organizational and planning skills with ability to perform multiple tasks concurrently
- Possesses ability to adapt quickly to new technologies
- Performs duties requiring the exercise of professional skill, initiative, and independent judgment
- Successfully handles matters of conflict
- Remains current on trends in the library field
- Demonstrates skill in document creation, data entry, and manipulation
- Demonstrates excellent public speaking and presentation skills
- Possesses ability to maintain a flexible 40 hours per week schedule that occasionally requires capacity to change schedule on short notice
- Demonstrates ability to learn and subsequently train staff on reference- and business- related topics
- Possesses knowledge of the library's business information resources

Experience and Training:

- Bachelor's degree or considerable business experience required
- Competent in Microsoft Word, Microsoft Excel and Microsoft PowerPoint
- Knowledge of Workflows or other library software preferred
- Public speaking ability
- Experience with implementing and tracking grant projects.

Essential physical abilities to be accomplished with or without reasonable accommodation are:

- Clarity of speech and hearing which permits the employee to communicate effectively with the supervisor and other employees.
- Vision which permits the employee to produce and review a wide variety of library materials, written correspondence, reports and related materials in both electronic and hard copy form.
- Manual dexterity which permits the employee to operate a keyboard and any other assigned equipment.
- Personal mobility which permits the employee to monitor and perform assigned library operations, and to attend Library meetings at various locations.
- Must be able to lift up to 40-pounds, push and pull carts weighing up to 200-pounds, bend, stoop, and lift and move tables and chairs.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as required to meet the ongoing needs of the organization.

BUSINESS INFORMATION LIBRARIAN

Provided by: Mid-Continent Public Library's Square One Small Business Program

Position Overview:

The Business Information Librarian is responsible for modeling excellent customer service to all staff and customers by providing reference, information, and materials selection and/or reader's advisory service under the direction of the Information and Reader Services Manager. The Business Information Librarian is responsible for researching and answering information requests made by the public or other departments within the Library system.

Reports to: Information and Reader Services Manager

Employee Expectations:

- Supports, promotes, implements, and makes decisions based on established Library policies, guidelines, and programs
- Consistently acknowledges and appreciates each Library employee's contributions
- Contributes positively to the efforts of supervisors and peers
- Establishes and maintains supportive working relationships with co-workers and other departments/branches
- Consistently meets expectations set forth in Exempt Employee Expectations Document
- Position requires a valid driver's license.

Essential Job Functions:

- Acts as point person for business questions from branches and Business Specialists
- Oversees the review and analysis of the business reference book collection with a view toward keeping the branches supplied with books of interest to customers
- Trials and evaluates existing and potential online resources
- Recommends business titles to the Collection Development Department for the general collection.
- Conducts one-on-one business information appointments
- Presents on small business resources to various groups
- Plans and administers small business programs for adults
- Answers business reference questions for customers
- Conducts business training for staff
- Attends resource partner events such as KCSOURCELINK, SCORE, etc.
- Attends Chamber, EDC and other networking events and luncheons
- Visits Missouri Innovation Center once a month as a liaison for the Library

Non-essential Job Functions:

- Attends meetings as necessary
- Serves on MCPL committees as needed
- Serves on EDCs, networking, and other business committees

Required Skills:

- Models excellent customer service attitude and delivery
- Demonstrates proven computer literacy with adequate keyboarding skills
- Uses effective verbal, written, and discreet communication with management, co-workers, and the public
- Exhibits self-motivation with the ability to prioritize, meet deadlines, and manage changing priorities
- Demonstrates excellent organizational and planning skills with ability to perform multiple tasks concurrently
- Performs professional duties requiring the exercise of professional skill, initiative and independent judgment
- Successfully handles matters of conflict
- Demonstrates proficiency in office productivity and library operation software
- Remains current on trends in the library field

Experience and Training:

- Possession of a Master of Library Science degree issued by a library school of recognized standing
- At least 6 months of library experience preferred
- Familiarity with integrated library systems is preferred
- Excellent public speaking and presentation skills is required
- Membership in RUSA Business References and Section (BRASS) preferred, but not required

Essential physical abilities to be accomplished with or without reasonable accommodation are:

- Clarity of speech and hearing which permits the employee to communicate effectively with the supervisor and other employees.
- Vision which permits the employee to produce and review a wide variety of library materials, written correspondence, reports and related materials in both electronic and hard copy form.
- Manual dexterity which permits the employee to operate a keyboard and any other assigned equipment.
- Personal mobility which permits the employee to monitor and perform assigned library operations, and to attend Library meetings at various locations.
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LIBRARIAN III/BUSINESS TECHNOLOGY SPECIALIST

Provided by: Toledo Lucas County Public Library

Position Summary:

Under the direction of the Business Technology Manager serves as a professional librarian and performs related tasks in the acquisition and promotion of resources focused on intellectual property, small business services.

Primary Responsibilities:

Supervises the patent, trademark, and copyright collections of the library, both in print and electronic format. Handles deletions and changes as necessary and organizes workshops and seminars related to these topics. Compiles information on local inventors for monthly publication in The Toledo Blade. Compiles statistical data and submits reports as requested. Serves as the PTDL representative, attending the annual training seminar, and maintaining ties with federal, regional, and local organizations as necessary for required operation.

Assists staff and public in locating and using print and electronic resources for small businesses. Maintains good working relationships with area business organizations and various local Chambers of Commerce (TASBA, WEN, Northwest Ohio Black Chamber of Commerce, etc.). Maintains and updates the small business resource guide and specialist website information. Develops programs with a small business focus.

Performs purchasing tasks in relation to these services, and maintains necessary reference tools, source materials, and forms. Works with Marketing to promote programs, services and resources. Reviews professional journals, websites, and other reference sources in assigned areas. Speaks to community groups regarding library services and resources. Coordinates the work of clerical and page assignments as related to these specialized services. Coordinates procedures for efficient delivery of services with other library departments. Trains staff on new technology and provides additional training, as required. Oversees computer hardware, software, printers and related equipment needed to support the services. Performs professional librarian duties as necessary and works as scheduled on the reference desk. May be assigned to library committees and projects, and may serve as the Library's representative on community committees. Performs related duties as assigned for the efficient operation of the Agency and the Library system.

Employee Knowledge and Skills:

Knowledge of business resources in the local community. Knowledge of professional principles, methods and procedures. Knowledge of specific reference sources related to the business, science and technology areas. A demonstrated ability to perform community outreach and public speaking. Ability to conduct training in the areas of computer application and electronic resources to the staff and public. Ability to work with a variety of patrons, novice and experienced, in these special services.

Training (includes education, specialized training, certifications):

- MLS from an ALA-accredited library school (Required)
- Course work at the undergraduate level in business, management or a technical field preferred. (Required)
- A minimum of two (2) years related work experience required. (Required)
- A working knowledge of government contracts, patents and related areas. (Preferred)
- Working knowledge of PC's and electronic resources. (Required)
- Valid driver's license (Required)

Working Conditions and Physical Demands:

- Frequent off site travel required within county via personal vehicle.
- Evening/weekend hours are/may be part of regular schedule.
- Physical Demands: Frequent standing, walking and sitting. Frequent reaching, feeling and use of vision associated with computer use and handling of library materials. Frequent reaching, stooping, bending, crouching. Lifting and handling of objects weighing up to 50 pounds and pushing/pulling of Management loaded book trucks.

SMALL BUSINESS & EMPLOYMENT RESOURCES COORDINATOR

Provided by: St. Louis County Library

Key Responsibilities

Collaborate with community organizations to develop small business and employment programs, services, and referral networks to provide excellent resources and services to Library patrons

- Identify and foster relationships with organizations and groups in the community that align with the Library's mission and vision.
- Develop methods to effectively collaborate with these groups to provide programming and resources to Library patrons.
- Develop collaborative methods to connect these populations with Library resources and provide access and instruction.
- Participate actively with working groups, committees, and/or other associations to stay connected to the local ecosystem of services for small businesses and workforce development.

Prepare and present programs and outreach about small business and employment resources and services to audiences in the Library and in the community.

- Prepare and maintain materials and presentations that promote awareness of and how to use the Library's research resources and services.
- Present informational and instructional sessions in the Library and in the community on using Library resources for entrepreneurial, small business, and employment needs.
- Conduct effective reference interviews to assist patrons and staff with the use of Library materials.
- Provide one-on-one sessions on using Library resources for entrepreneurial, small business, and employment needs.

Assist with the planning, promotion and strategic growth of the Library's small business and employment services

- Collaborate with library cohorts, groups, and colleagues who provide entrepreneurship, small business, and employment services.
- Assist with developing department strategies to assess and serve the entrepreneurial and employment needs of the community.
- Seek opportunities for increasing awareness and use of Library resources for small business and employment needs.
- Keep informed of practices and trends in Library resources and services for these populations.

Assist with tracking metrics and assessing impact of small business and employment services

- Assist with development of assessment methods and practices to measure the outcomes and impact of services.
- Assist with the collection of data from patrons, collaborators, and staff.
- Maintain statistics on small business employment services and resources.

Assist with collection development and maintenance of resources to support the small business and employment needs of Library patrons and staff

- Maintain thorough knowledge of small business and employment research resources to be able to refer and instruct patrons in their use and usefulness.
- Assist with the development and maintenance of resources to support small business and employment needs.
- Evaluate new resources for small business and employment needs.
- Identify free resources to address the community needs.
- Develop and deliver training for Library staff on these resources, including user guides.