

Marketing and Public Relations Competencies	
Competency	Definition
Adaptability*	The ability to adjust to changing situations
Basic Computer Use / Hardware Knowledge*	Demonstrated general understanding of basic computer skills coupled with a basic understanding and knowledge of computer equipment
Collaboration	The ability to build relationships and form partnerships with community organizations, government agencies, and other entities
Communication*	The ability, through both verbal and written methods, to provide concise, timely, and accurate information, internally and externally, among all organizational levels and with all appropriate people
Community Awareness*	Awareness of community trends and demographics
Customer Service*	The ability to efficiently, effectively and positively meet the library needs of internal and external customers
Emergency Preparedness*	Awareness of library policies and procedures relevant to emergency preparedness, including natural disasters and security situations
Equipment Troubleshooting*	The ability to identify, diagnose, and correct technology problems
Ethics*	Knowledge of and compliance with Ohio Ethics Law and the basic ethics and values of library service
Fundraising	The ability to identify, initiate, and manage fund raising opportunities, including but not limited to local levies, grants, and foundations
Intellectual Freedom*	Understanding and supporting the library's role in providing free and equal access to ideas, information, resources, and services, from all points of view, without restriction, to every individual.
Laws*	Understanding of applicable local, state, and federal laws; the ability to communicate this information to staff and patrons and to ensure the library's compliance
Library Advocacy*	The ability to promote and support the fundamental purpose of the public library
Library Website and Catalog Basics*	Demonstrated knowledge of and ability to use the content of the library's website, online catalog, and Integrated Library System
Marketing	The ability to develop and communicate a desired message to promote the library and its mission
Organizational Awareness*	Knowledge of and ability to support the library's mission, vision, culture, and structure; a comprehensive awareness of the library's policies and procedures
Organizational Skills*	The ability to identify and prioritize work needs

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Patron Awareness	Knowledge and awareness of the attributes and library needs of particular patron groups and the ability to apply that knowledge through materials, services, and programming
Problem Solving*	The ability to assess situations and troubleshoot in order to identify effective solutions
Teamwork*	The ability to work collaboratively with others to achieve organizational goals and objectives

* Core Competency