

Marketing and Public Relations

Competency	Definition
Adaptability*	The ability to adjust to changing situations.
Advocacy*	The ability to promote and support the fundamental purpose of the public library.
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 Engagement	The development of partnerships, networks, and relationships; the collaboration with stakeholders and the community.
Customer Service*	The ability to efficiently, effectively and positively meet the library needs of internal and external customers.
Emergency Preparedness*	The awareness of library policies and procedures relevant to emergency preparedness, including natural disasters.
Equity, Diversity, and Inclusion*	The commitment to interact appropriately, fairly, and equitably with all; the ability to demonstrate and foster respect for all individuals and points of view; the understanding and proactive reduction of barriers to library use.
Essential Technology Skills*	Demonstrates general understanding of basic computer skills coupled with an understanding and knowledge of library provided equipment and software including the website, databases, catalog, and ILS; the ability to troubleshoot basic technology problems.
Ethics*	The 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.
Innovation	The ability to proactively identify and analyze emerging trends and technologies, and employ creative thinking to implement new solutions or procedures
Intellectual Freedom*	The understanding and support of 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*	The understanding of laws relating to copyright, privacy, freedom of expression, equal rights, and intellectual property; the ability to communicate this information to staff and patrons and to ensure the library's compliance.
Marketing	The ability to develop and communicate a desired message to promote the library and its mission.
Organizational Awareness*	The 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 Partnerships	The ability to formalize partnerships with community organizations, government agencies, and other entities to bolster the library's mission.

Patron Awareness*	The knowledge and awareness of the attributes and library needs of community demographics; the ability to apply that knowledge through materials, services, policies, and programming.
Personal Organization*	The ability to identify and prioritize work needs.
Problem Solving*	The ability to assess situations and troubleshoot to identify effective solutions.
Safety and Security*	The awareness of library policies and procedures relevant to building security and personal safety of staff and patrons.
Teamwork*	The ability to work collaboratively with others to achieve organizational goals and objectives.