



Job Summary

Working with the Executive Director, the Community Engagement Director develops and implements an integrated community engagement strategy that increases awareness of library services, strengthens relationships with residents and community partners, expands participation in programs and services, and communicates the impact and value of CADL. The position leads a team of professionals responsible for community outreach, central programming, marketing, communications, and related engagement activities.

Duties and Responsibilities

Community Engagement Strategy

- Develop, implement, and evaluate a comprehensive community engagement strategy aligned with CADL's mission, vision, strategic priorities, and community needs.
- Lead the integration of outreach, programming, marketing, communications, and community partnership activities into a coordinated department.
- Identify opportunities to strengthen CADL's relationships with residents, community organizations, schools, municipalities, businesses, cultural institutions, and other partners.
- Use community feedback, participation data, demographic information, and other relevant measures to identify opportunities and inform engagement strategies.
- Ensure that community engagement efforts are inclusive, accessible, welcoming, and responsive to the diverse communities served by CADL.

Leadership

- Provide leadership, direction, and supervision to Community Engagement Department staff.
- Establish departmental priorities, workflows, and standards that support effective collaboration and efficient use of resources.
- Recruit, train, coach, develop, and evaluate department employees.
- Foster a collaborative, creative, service-oriented culture that encourages innovation and continuous improvement.
- Develop and manage the department budget and allocate resources in alignment with organizational priorities.

- Serve as a member of the CADL leadership team, participating in organization-wide strategic planning, and decision-making. Liaise departmental and leadership interests.
- Promote a culture of excellent customer service, collaboration, innovation, equity, and continuous improvement.
- Stay current with emerging trends in public libraries, community engagement, communications, marketing, programming, and public service.

Programming and Marketing

- Provide strategic direction for systemwide programming, community outreach, and engagement initiatives aligned with community needs and interests.
- Strengthen partnerships and develop strategies to engage underserved and underrepresented residents, expand access to library resources.
- Lead major systemwide initiatives, signature programs, community reads, seasonal campaigns, and special events.
- Oversee integrated marketing and communications to promote library programs, services, resources, and community impact across digital, print, social media, and other channels.
- Ensure consistent organizational branding, messaging, and visual identity across all communications.

Other Duties

The above statements are intended to describe the general nature and level of work being performed by people assigned this classification. They are not to be construed as an exhaustive list of all job duties performed by personnel so classified.

Minimum Qualifications

Required

- Possession of a Master's Degree (or its equivalent) in Library Science from an ALA-accredited institution.
- Possession of a Librarian's Permanent Professional Certificate issued by the Library of Michigan, or the ability to acquire it
- A minimum of 5 years of satisfactory experience in a public library, preferably at a Class 4 or higher library.
- A minimum of 2 years' experience supervising and developing employees.

- Demonstrated experience developing and implementing strategic initiatives or programs.
- Excellent written, verbal, interpersonal, and presentation skills.
- Strong project management, administrative, and problem-solving skills.
- Demonstrated ability to manage multiple priorities and work effectively in a collaborative environment.
- Experience using data and evaluation methods to assess program and engagement outcomes.
- Experience developing community partnerships and collaborative initiatives.

Working Conditions

Work is performed in a combination of office, library, community, and event settings. The position requires regular interaction with staff, library users, community partners, and members of the public and may require attendance at evening and weekend programs, meetings, and community events. The position will require travel between CADL locations and throughout the library's service area.