

Hartford Public Library

YOUmedia Manager

P-III

Non Bargaining Unit

Exempt

Reporting to the Youth and Family Services Director, the YOUmedia Manager is responsible for the operation of YOUmedia, a new digital learning center for teens. This requires the management of the dynamic YOUmedia team, comprised of librarians, mentors, and visiting artists, who will focus on connecting teens to digital media creation technology and library resources.

At YOUmedia Hartford, teens will explore, express, and create using digital media. YOUmedia's core philosophy is that youth are best engaged when they're following their passions, collaborating with others, and being makers and doers, not passive consumers. The site will be open, flexible, and highly creative, with inspiration zones, production zones, and exhibition labs where youth "hang out, mess around, and geek out." YOUmedia connects three realms of learning—peer groups, interests, and academics—in deliberate ways. One of the most important aspects is that YOUmedia Hartford will connect learning directly back to school, careers, and other realms.

DUTIES AND RESPONSIBILITIES**PUBLIC SERVICE**

- Create and/or supervise the creation of literature based programming and workshops, including arts programming, book discussion groups, and spoken word events.
- Maintain and grow social network initiatives for the YOUmedia program.
- Provide reference services and readers advisory for bibliographic and technical inquiries to diverse teen populations.
- Coordinate school partnerships and pilot programs to advance the YOUmedia model.
- Visit area high schools to promote services and programs.

ADMINISTRATIVE

- Manage, supervise, schedule, and evaluate all levels of YOUmedia personnel and contracted programmers responsible for developing digital programming based on the youth-driven YOUmedia model.
- Create, coordinate, and/or monitor youth-engaged digital curriculum development using music production, movie production, graphic design, photography, social media, and emerging technologies.
- Plan, implement, and evaluate program partnerships with educational, cultural and civic organizations to develop collaborative projects for teen patrons.
- Plan, prepare, and administer YOUmedia budget and monitor related expenditures for materials, equipment, and supplies.
- Evaluate existing space design and recommend modifications in layout to encourage teen literacy and interactive experiences.
- Identify funding sources and prepare grant applications

- Monitor and facilitate project evaluation.
- Maintain records and prepare reports.
- Perform related duties as assigned by Youth and Family Services Director.

STAFF DEVELOPMENT

- Drive project management, including training staff on project management tools.
- Coordinate educational directives of connected learning and traditional teen programming.
- Oversee and arrange regular professional development for YOUmedia staff.
- Demonstrate and encourage collaborative environment.
- Oversee the hiring of all YOUmedia staff.
- Enforce established policies, rules and regulations, standards of conduct and work attendance. Schedule adequate staffing on public desks.

COLLECTION DEVELOPMENT

- Maintain and evaluate a technology focused collection for teens in print and non-print collections including books, periodicals, software, games, and digital materials.

PROFESSIONAL

- Attend workshops, meetings and trainings as assigned to discuss the YOUmedia model.
- Be active in professional library and learning community.
- Be involved in continuing professional development related to current and emerging trends in librarianship, arts education, and digital technology.
- Maintain current knowledge in library principles and practices and in human resources management.
- Present and publish on YOUmedia services and innovations, both on YOUmedia website and in related publications.

POSITION QUALIFICATIONS

- Bachelors Degree in a related discipline; Master's degree in library science, education, arts education, or a related discipline preferred.
- Previous Library experience highly desirable.
- Previous supervisory/managerial experience required, preferably in a service organization.
- Proficiency in videos, design, photography, blogs, and gaming preferred.
- Experience designing, planning, publicizing, and conducting a program schedule for Teen Services preferred.
- Experience coordinating volunteer and/or contract workers preferred.

NECESSARY KNOWLEDGE, SKILLS and ABILITIES:

- Knowledge of staff management methods, practices, and procedures.
- Knowledge of trends in print and digital library resources for teen patrons.
- Experience using social media technology (i.e. Facebook, Twitter, YouTube, etc.).
- Experience in designing course curriculum.

- Moderate knowledge of computer software packages.
- Moderate knowledge of library and interactive programs for services for teens (i.e. digital photography, music production, podcasting, etc.).
- Some knowledge of grant administration policies and procedures.
- Some knowledge of budget preparation and analysis.
- Ability to use active learning, active listening, and critical thinking to enhance staff relationships, decision-making and problem solving.
- Ability to communicate information orally and in writing.
- Ability to take initiative, be flexible, innovate, and analyze.
- Ability to demonstrate sensitivity to diverse teen populations.
- Strong commitment to public service.
- Strong communication and public relations skills.
- Valid Connecticut driver's license or ability to obtain upon employment.

OTHER SKILLS, ABILITIES, AND KNOWLEDGE

- Excellent organizational skills.
- Ability to deal tactfully and courteously with all ages of people in a public service context and with professional colleagues.
- Ability to work nights and weekends.

PHYSICAL DEMANDS

- Ability to work a varied schedule, including occasional evenings and weekends, to attend meetings and events.
- May need to lift boxes, crates or pieces of equipment weighing up to 50 pounds.