

# Marketing and Public Relations

<b>Competency</b>	<b>Definition</b>
<b>Adaptability*</b>	The ability to adjust to changing situations.
<b>Advocacy*</b>	The ability to promote and support the fundamental purpose of the public library.
<b>Communication*</b>	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.
<b>Community Engagement</b>	The development of partnerships, networks, and relationships; the collaboration with stakeholders and the community.
<b>Customer Service*</b>	The ability to efficiently, effectively and positively meet the library needs of internal and external customers.
<b>Emergency Preparedness*</b>	The awareness of library policies and procedures relevant to emergency preparedness, including natural disasters.
<b>Equity, Diversity, and Inclusion*</b>	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.
<b>Essential Technology Skills*</b>	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.
<b>Ethics*</b>	The knowledge of and compliance with Ohio Ethics Law and the basic ethics and values of library service.
<b>Fundraising</b>	The ability to identify, initiate, and manage fund raising opportunities, including but not limited to local levies, grants, and foundations.
<b>Innovation</b>	The ability to proactively identify and analyze emerging trends and technologies, and employ creative thinking to implement new solutions or procedures
<b>Intellectual Freedom*</b>	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.
<b>Laws*</b>	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.
<b>Marketing</b>	The ability to develop and communicate a desired message to promote the library and its mission.
<b>Organizational Awareness*</b>	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.
<b>Organizational Partnerships</b>	The ability to formalize partnerships with community organizations, government agencies, and other entities to bolster the library's mission.

<b>Patron Awareness*</b>	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.
<b>Personal Organization*</b>	The ability to identify and prioritize work needs.
<b>Problem Solving*</b>	The ability to assess situations and troubleshoot to identify effective solutions.
<b>Safety and Security*</b>	The awareness of library policies and procedures relevant to building security and personal safety of staff and patrons.
<b>Teamwork*</b>	The ability to work collaboratively with others to achieve organizational goals and objectives.