Poplar Bluff Municipal Library District

April 2026

Outreach and Programming Manager

Reports to: Library Director
Supervises: Programming Coordinators

Pay Grade: 7-9
Education and Experience: 3-5 years experience in a customer service field required. Bachelor's degree, supervisory experience, or library experience preferred.

Job Purpose: The Outreach Manager cultivates relationships, forms partnerships, and supervises library outreach and programming activities. One of the primary responsibilities of this position is to provide equitable delivery of library services to diverse groups through the development of programs, policies, practices, and behaviors that make the library available to all people. This person is responsible for developing new and innovative services that meet the needs of the dynamic and changing Poplar Bluff community.

Duties and Responsibilities:

Community Outreach and Engagement (65%)

- Deliver library materials and services to patrons with barriers to accessing the library
- Initiate and develop community partnerships that will enhance and support the Library's mission and goals
- Design, deliver, and evaluate outcome-based programs and services off-site

Supervision of Programming Coordinators (10%)

- Develop staff skills through mentoring and training
- Set expectations and goals for staff and hold them accountable
- Responsibly manage departmental budget
- Prioritize and assign tasks and program schedules

Strategic Development (20%)

- Establish departmental goals and objectives for programs and outreach that align with the Library's strategic vision
- Identify target populations to be served based on community needs with an emphasis on vulnerable or unreached populations
- Design and implement strategic marketing plans to target specific audiences
- Seek out alternative sources of funds for programs such as grants, private donors, or service organizations.

Other duties as assigned: 5%