Libraries Without Borders US

Outreach & Communications Consultant

Service Areas: *Custom Outreach, Communications*

Position Overview

The Outreach & Communications Consultant develops strategies to help libraries reach populations that traditional programs miss. This role involves identifying barriers to library access, designing creative outreach approaches, building partnerships with trusted community organizations, and creating communications that invite underserved communities into library spaces and services.

Key Responsibilities

- Identify barriers preventing target communities from accessing library services
- Develop outreach strategies including pop-up libraries, community canvassing, and mobile services
- Build relationships with community organizations, schools, social service agencies, and faith-based institutions
- Create culturally responsive messaging and marketing materials for diverse audiences
- Design awareness campaigns that position libraries as welcoming, relevant community resources
- Develop partnerships with non-traditional venues (laundromats, community centers, health clinics) for library presence
- Train library staff on community engagement and culturally responsive communication
- Create communications toolkits including templates, talking points, and social media content
- Measure outreach effectiveness and adjust strategies based on results

Qualifications

- Experience in community outreach, grassroots engagement, or public relations
- Demonstrated success reaching underserved or hard-to-reach populations
- Strong relationship-building skills and experience working with diverse community partners
- Excellent written and verbal communication skills across multiple formats and platforms
- Experience creating culturally responsive messaging for diverse audiences
- Knowledge of marketing and communications strategies for nonprofit or public sector organizations
- Familiarity with social media platforms and digital engagement strategies
- Experience in library, education, public health, or community development sectors preferred
- Bilingual/multilingual skills a plus
- Bachelor's degree in communications, marketing, public relations, community development, or related field

To Apply

Interested applicants may apply by filling out this form.