Western Libraries invites applications from energetic and team-oriented individuals for a one-year (renewable) Term Appointment to the position of User Experience Librarian – Student Engagement & Outreach (UX-SEO). Reporting to the Head, User Experience & User Services, the successful candidate will work as part of the User Experience and Student Engagement Team.

The UX-SEO Librarian will contribute to building a culture of user experience practice at Western Libraries to aid in the development of user-centered programs, website, spaces and services. The successful candidate will collaborate with Western Libraries and the broader library community to improve service and communicate value. This role supports seamless user experiences by connecting library spaces, collections, programming and services, both physical and online; and by setting and meeting operational goals that align with team responsibilities and with the strategic goals of Western Libraries and Western University.

The UX-SEO Librarian will proactively engage with campus and community partners. They will collaborate with student organizations, administrative and academic leaders to provide library-driven supports for achieving success in teaching and research. The successful candidate will be responsible for leading the ethical development, implementation, and assessment of programming, activities, and projects designed to improve the overall user experience of the library for the Western community. Additionally, the UX-SEO Librarian will target outreach to traditionally underserved communities at Western, and will focus on increasing the equity, diversity, and inclusion of our outreach activities. They will also support the delivery of frontline and virtual user services in a way that fosters a deep connection with library users. In all of this, the UX-SEO Librarian will work with colleagues from across Western Libraries, in particular: librarians, archivists, and staff in our functional teams; senior leaders; and the communications and marketing team.

Responsibilities

- Developing strategic partnerships with campus stakeholders (e.g., Student Experience, Residence Life, and Accessibility Services) and understanding their key services, program similarities, and specialized expertise to effectively collaborate in designing and engaging in outreach events and activities.
- Leading development and monitoring implementation of library-wide efforts to design a consistent user experience across physical and virtual spaces.
- Through outreach and assessment, telling the story of how Western Libraries adds value to the Western community.
- Mapping outreach and engagement goals to broader campus objectives.
- Creating and coordinating library advisory groups representing various library stakeholders.
- Anticipating and keeping colleagues abreast of library user needs, preferences and trends including trends related to user experience and user-centred design, digital library interface capabilities, website enhancement and usability, and the user experience of libraries.
• In collaboration with UX team members, fostering a culture of assessment for Western Libraries, making assessment evidence accessible, understandable, and useful for library staff and users.
• Evaluating the impact of outreach programming through purposeful and targeted assessment.
• Identifying and acting on emerging opportunities for improvement and/or expansion of services and support.
• Organizing and carrying out user experience research using various techniques, including qualitative and quantitative studies, to make evidence-based decisions.
• Collaborating with colleagues on the planning and delivery of Library user services from physical and/or virtual service points (e.g., events and outreach activities).
• Representing Western Libraries at campus events and professional meetings and conferences.
• May include Academic Activity and/or Service responsibilities as specified in the Letter of Appointment and defined in the Article Responsibilities of Members.

Qualifications and Experience

• Master’s degree in library and information science or equivalent from an ALA-accredited institution, or a PhD in Library and Information Science or equivalent degree.
• Demonstrated implementation of library UX methods and tools.
• Experience planning, implementing, and promoting services or programs to large numbers of users.
• Capacity for thinking creatively and critically about engagement.
• Experience utilizing qualitative and quantitative research methods.
• Experience applying equity, diversity and inclusion principles preferred.
• Exceptional communication and interpersonal skills; ability to collaborate and foster strong working relationships.
• Excellent organizational skills to set and balance priorities, manage competing deadlines, and take on multiple projects and responsibilities simultaneously.
• Initiative, innovation, resourcefulness, and flexibility in order to develop relationships across Western Libraries and beyond, particularly with various campus partners.

Environment

Western Libraries is committed to excellence: anticipating information and service needs related to the University’s goals for research and scholarship, teaching and learning, and service to our university community and key partners. The University’s strategic plan emphasizes research excellence and internationalization as key priorities. Engage. Empower. Excel.: Western Libraries Strategic Plan 2015-2020 aligns with the University’s plan and includes as key outcomes the enhancement of the Libraries physical and virtual infrastructure, as well as enhancing and expanding access to collections.

Western Libraries, one of Canada’s leading research libraries, is a member of the Ontario Council of University Libraries (OCUL), the Canadian Association of Research Libraries (CARL), the Association of Research Libraries (ARL), the Center for Research Libraries (CRL), the Canadian Research Knowledge Network (CRKN), and a proud partner in the OCUL Collaborative Futures Project. Recognized for the quality of its staff, the access and services provided, and its outstanding print and digital collections, Western Libraries supports the University’s mission to create, disseminate, and apply knowledge for the benefit of society through excellence in teaching, research, and scholarship.
Librarians at Western are Members of the Librarians and Archivists Bargaining Unit represented by The University of Western Ontario Faculty Association. Terms and conditions of employment, including salary and benefits, are governed by the Librarians and Archivists Collective Agreement. Rank and salary will be commensurate with qualifications and experience. The 2021/22 annual salary minimum floor for each rank is as follows: General Librarian - $61,335; Assistant Librarian - $67,502; Associate Librarian - $78,154; Senior Librarian - $93,849. Western offers a comprehensive benefit package including but not limited to extended health, dental, vision and pension.

Visit the Western Libraries About Us page to view our Inclusivity and Land Acknowledgement Statements.

Learn more about Western University
Learn more about Western Libraries
Learn more about the Librarians and Archivists Collective Agreement
Learn more about the University of Western Ontario Faculty Association

Application Procedures

Applicants are required to submit a cover letter, a curriculum vitae, and the names and contact information for three professional references, by April 17 11:59 PM (EDT) to:

Office of the Vice-Provost & Chief Librarian
Western University
1151 Richmond Street N.
London, ON N6A 5B8
Email: libarc@uwo.ca

Only applications received by email will be considered.
Please submit your application package as a single electronic file (MS Word or pdf).
Please quote in the subject line reference UX032021

Please ensure that the form available at http://www.uwo.ca/facultyrelations/pdf/full-time-application-lib-archs.pdf is completed and included in your application submission.

Interview Procedure

Please note that the University’s facilities are currently closed in response to Covid-19. As such the interviews and presentations will be conducted remotely using video-conferencing software. Candidates will be consulted on a case-by-case basis on the best process and format to use given their location and particular situation.

Positions are subject to budget approval. Applicants should have fluent written and oral communication skills in English. The University invites applications from all qualified individuals. Western is committed to employment equity and diversity in the workplace and welcomes applications from women, members of racialized groups/visible minorities, Indigenous persons, persons with disabilities, persons of any sexual
orientation, and persons of any gender identity or gender expression. To advance equity, candidates may self-identify as members of the preceding groups in their application packages.

In accordance with Canadian immigration requirements, priority will be given to Canadian citizens and permanent residents.

Accommodations are available for applicants with disabilities throughout the recruitment process. If you require accommodations for interviews or other meetings, please contact libarc@uwo.ca

Posted on Faculty Relations website March 16, 2021.