Emerging Career Trends
for Information Professionals:
A Snapshot of Job Titles in Summer 2013

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Introduction

This report provides an informal snapshot regarding some of the latest career trends for information professionals. We hope it is useful for:

- Practitioners who are considering how they might expand their career options

- Current students getting ready to enter the job market

- Future students who may be exploring career options for information professionals

- Information center leaders, who are creating tomorrow's jobs

Methodology

To prepare this report, we explored recent job postings for information professionals that appeared on general job listing websites, as well as websites aimed specifically at recruiting information professionals.

- Raw data: 450+ job listings* gathered in June and July, 2013
- Listings were indexed by job title and coded for types of skills required, responsibilities, and work site
  - Required skills and responsibilities fell into two categories: *traditional* or *emerging* (i.e., new within the last few years)
  - Work site: the type of information center posting the ad
- Listings were also coded holistically
  - More emerging skills and responsibilities = *emerging job*, and vice versa
- Data were analyzed for frequency, such as the most cited skills and responsibilities across categories**

*A list of sources visited can be found at the end of the report.
**Frequency analysis via Laurence Anthony's concordance program, AntConc: antlab.sci.waseda.ac.jp/software.html

Overview of Findings

In this section of our report, we provide an overview of our informal findings, including:

- A snapshot of trends regarding job titles, applicant qualifications, and the skills employers seek
- A recap of the types of information centers that posted the job openings and the locations of those organizations

Most Common Words Across All Ads

Overview of Findings

- 73% of listings explicitly stated an MLS or MLIS degree as a requirement (up from 71% in 2012)
- 18% of job titles suggested a combination of two or more job descriptions (up from 7% in 2012)
  - For example, Special Collections Librarian **and** Archivist, Reference **and** Assessment Librarian, Research Services **and** Plant Sciences Librarian, or SharePoint Librarian **and** Research & Outreach Assistant
- 56% required additional work experience
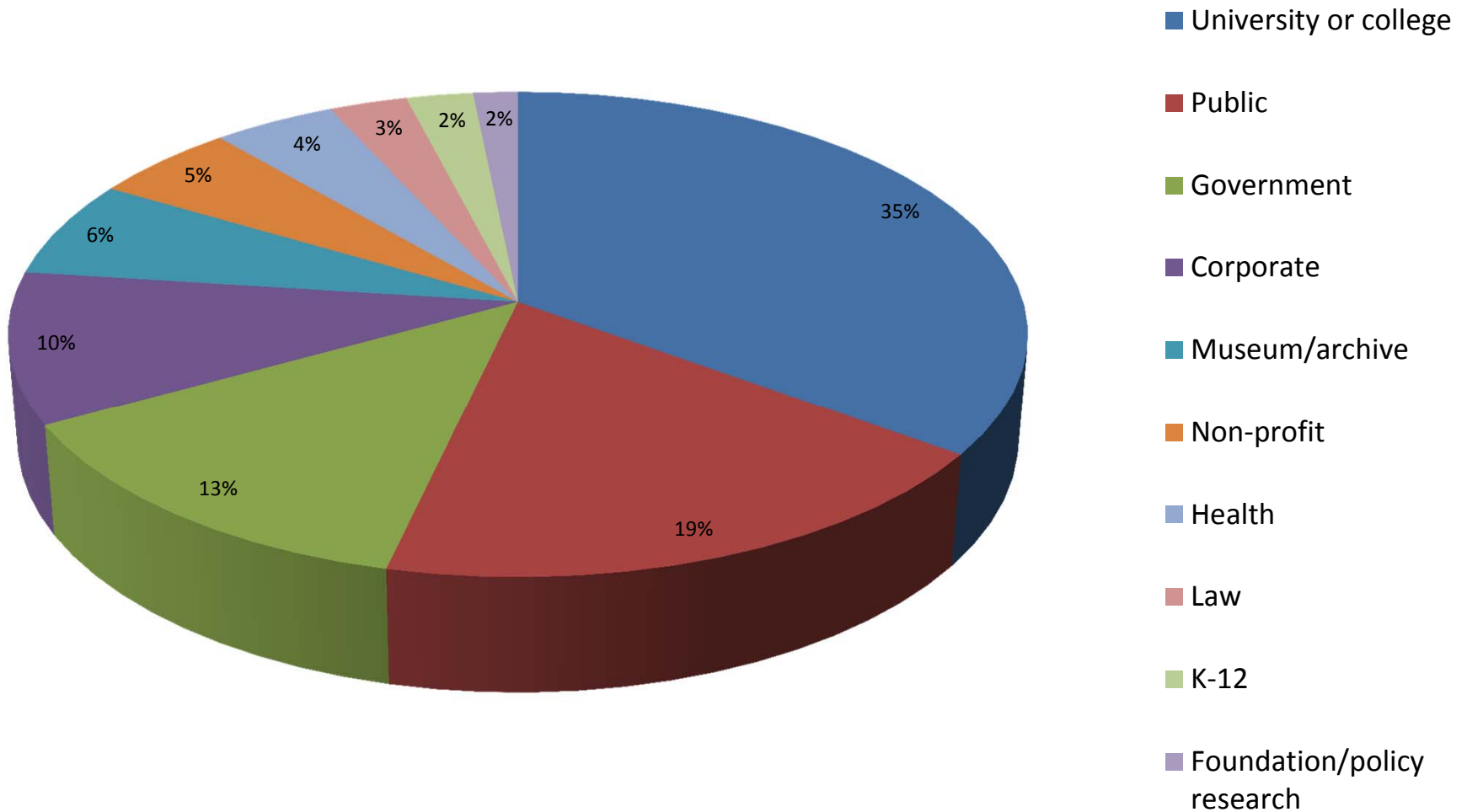
Overview of Findings (cont.)

- 72% were categorized as primarily traditional librarian jobs (28% emerging)
- 32% required significant technological skills or were tech-centered jobs (up from 28% in 2012)
  - <u>Tech-centered</u>: focusing on technological duties, such as networks, metadata, digital assets, website management, or database management
- 21% of listings emphasized the use of statistics or analysis (up from 19% in 2012)

Overview of Findings (cont.)

- 25% required teaching or library instruction skills (up from 19% in 2012)

- 43% required reference and research skills (up from 35%)

- 32% required management experience or skills

- 33% were management-level jobs (up from 24%)
  - Titles such as dean, head, director, or chief

Top ten geographical locations of posted jobs	
International	17%
New York	11%
California	10%
Washington, DC	5%
Massachusetts	5%
Georgia	4%
Texas	4%
Florida	3%
Virginia	3%
New Jersey	3%

Types of Information Centers

Legend:
- University or college — 35%
- Public — 19%
- Government — 13%
- Corporate — 10%
- Museum/archive — 6%
- Non-profit — 5%
- Health — 4%
- Law — 3%
- K-12 — 2%
- Foundation/policy research — 2%

Qualities Expected in a Candidate: Most Common Across All Listings

- Oral and written communication; experience giving presentations or instruction
- Effective independently and within a team; interpersonal/people skills; a positive attitude
- Problem solving and analytic ability
- Familiarity with print and electronic resources
- Ability to deal with rapid changes and multiple tasks
- Public service commitment

Most Common Qualities (cont.)

- Experience with multicultural or diverse environments

- Computer proficiency

- Familiarity with metadata, cataloguing standards, or controlled vocabulary

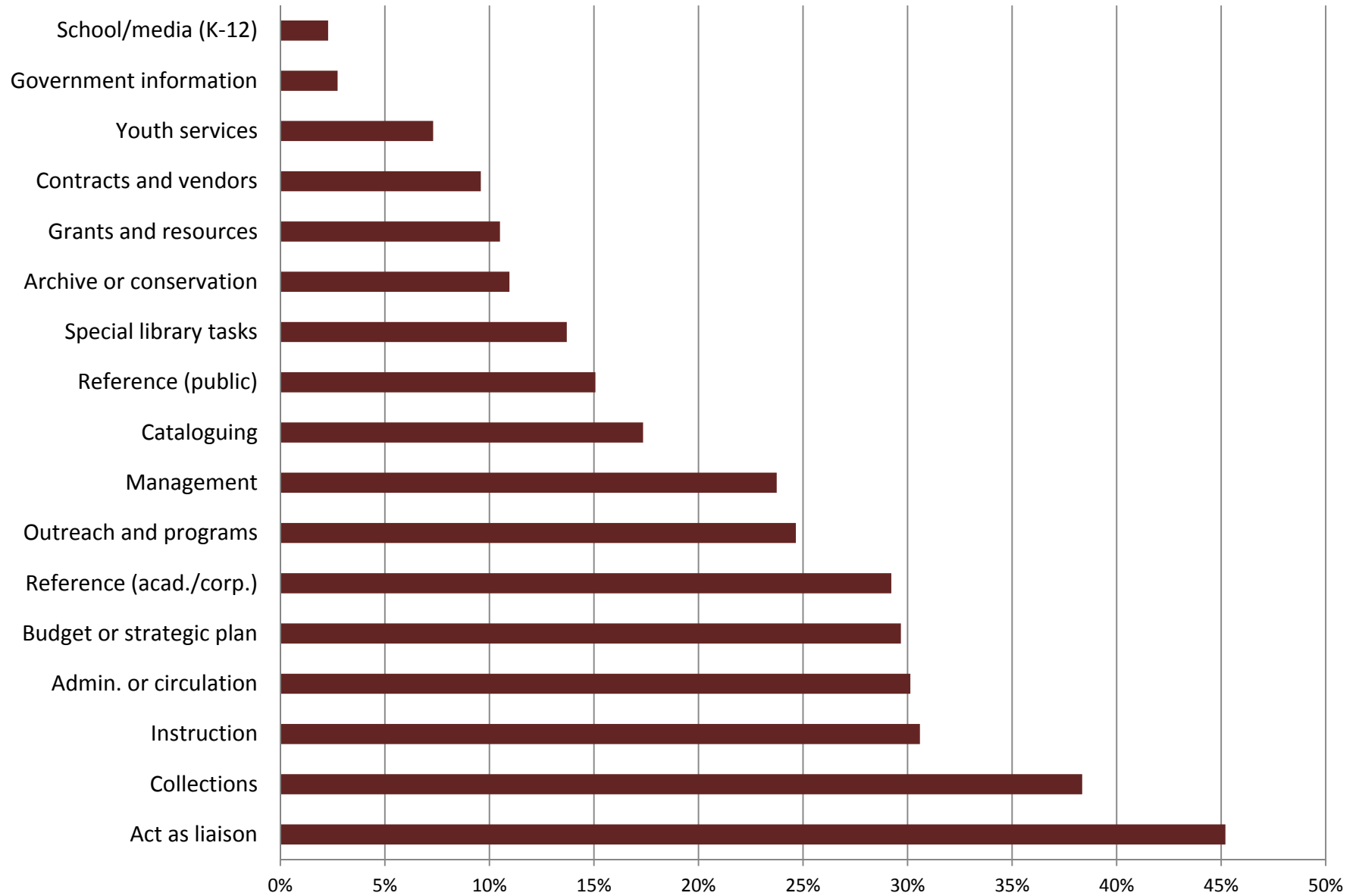- Research ability (online, donor development, or literature reviews)

**Traditional
Library and Information Science Jobs**

Traditional Library and Information Science Jobs

In this section of our report, we recap the job duties for positions we categorize as "traditional" jobs for information professionals. We then present sample job titles, responsibilities, and skills for seven types of traditional jobs, ranging from reference services to youth services. By digging in a little deeper into the data in this section of our report, we hope to provide useful examples of the skills employers seek for these traditional types of jobs, the range of job titles they use for these positions, and the job duties applicants will be expected to perform if hired.

Traditional Librarian Duties Across All Listings

Duty	Percentage
School/media (K-12)	~2%
Government information	~2.5%
Youth services	~7%
Contracts and vendors	~9.5%
Grants and resources	~10.5%
Archive or conservation	~11%
Special library tasks	~13.5%
Reference (public)	~15%
Cataloguing	~17%
Management	~23.5%
Outreach and programs	~24.5%
Reference (acad./corp.)	~29%
Budget or strategic plan	~29.5%
Admin. or circulation	~30%
Instruction	~30.5%
Collections	~38.5%
Act as liaison	~45%

Common Features of Traditional Jobs

- Readers' advisory, reference skills; research assistance at all levels; face-to-face and virtual services
- Print and electronic collections development and management
- Providing learning opportunities and creating promotional activities
- Instruction in classrooms; literacy and information literacy instructional design
- Assessing current conditions; creating or contributing to budgets, best practices, and strategic planning
- Liaising with affiliated groups such as faculty
- Second language ability

Reference

Sample titles:

- *Reference Librarian*
- *Library Specialist*
- *Head of Research Services*
- *Research Librarian*
- *Social Sciences Librarian*
- *Patron Services Librarian*
- *Information Services Librarian*
- *Information Literacy Librarian*
- *Reference and Instruction Librarian*
- *Reference & Assessment Librarian*

Responsibilities	Knowledge/Skills
Collection development	Problem-solving
Reference services including virtual/digital	Experience providing reference services
Readers' advisory services	Work cooperatively
Instruction on resources and info literacy	Collect, organize, and evaluate data
Library assessment	PC and Web skills
Liaison	Interpersonal skills
Teach a course with or without faculty	Learn and use new skills (technology) quickly
Trials of new technology	Knowledge of sources
Mentor staff	Leadership
Outreach services	Teaching experience

Instruction and Outreach

Responsibilities	Knowledge/Skills
Information literacy advancement	Databases and search techniques
Collection development	Leadership
Reference services	Analytical skills
Library instruction	Instruction experience
Faculty and students liaison	Communication and interpersonal skills
Library and research guides (print or elec.)	Integrated library systems
Library programs and promotions	Working independently and as part of a team
Readers' advisory	Subject specialist
Assessment of library services	Working well with diverse populations

Sample titles:

- *Information Services Librarian-Learning Resources*
- *Information Literacy Librarian*
- *Learning Services Librarian (Collections)*
- *Assistant Librarian (Teaching and Learning)*
- *Adult Services Librarian*
- *Public Services Librarian*
- *Patron Services Librarian*
- *Campus Librarian*
- *Education Librarian*
- *Reference & Instruction Librarian*
- *Associate Professor of Library & Information*

Management

Sample titles:

- *Director of Learning and Literacy*
- *Director of Library and Archives*
- *Dean of the Library*
- *Head of Research Services: Manuscript, Archives, and Rare Book Library*
- *Head of Access Services*
- *Associate Director of the Hospitality, Labor, and Management Library*
- *Branch Manager*
- *Librarian IV*
- *Supervisory Librarian*
- *Library Operations and Services Administrator*
- *Client Services Manager*

Responsibilities	Knowledge/Skills
Formulate/implement policies and procedures	Management experience
Collection development and management	PC, Web, and software knowledge
Budget development	Statistics/analysis
Programs and services	Strategic planning
Long-range planning and best practices	Innovation and problem-solving
Increase access to collections, knowledge	Academic or special library experience
Foster staff development	Work with diverse populations, staff
Leadership	Service commitment
Collaboration and coordination	Training, supervision, and communication

Collections, Cataloguing, & Circulation

Responsibilities	Knowledge/Skills
Collection development	Communication skills
Policy and strategic goal development	Metadata standards (LCSH, MARC, DC, etc.)
Familiarity with print and electronic materials	Experience with electronic serials
Info. literacy support	Millennium
Reference and advisory services	Attention to detail and flexibility
Staff/faculty liaison	Subject expertise
Active committee participation	Supervisory or team-based experience
Delivery, vendor, and circulation services	Collections maintenance experience

Sample titles:
- *Cataloguing Services Librarian*
- *Motion Picture, Television, and Radio Cataloguing Supervisor*
- *Special Collections Librarian*
- *Collection Manager*
- *Head of Collection Management*
- *Resource Acquisitions Coordinator (Librarian)*
- *Acquisitions Librarian*
- *Circulation and Monographic Processing Specialist*
- *Circulation/Reserves/Serials/ Acquisitions Specialist*
- *Head of Access & Delivery Services*
- *Document Delivery Librarian*

Archives and Conservation

Sample titles:

- *Archives Technician*
- *Archivist/Librarian*
- *Special Collections Librarian and Archivist*
- *Curator of Medieval & British Historical Manuscripts*
- *Assistant Chief Conservator (Collections Conservation and Housings)*
- *Senior Book Conservator*
- *Senior Conservation Librarian*
- *Curator, Immigration History Research Center Archives and Head, Migration and Social Services Collections*

Responsibilities	Knowledge/Skills
Conserve and preserve materials	Demonstrated archival abilities/experience
Develop finding aids	Attention to detail
Preserve digital and print materials	Communication and presentation skills
Facilitate access	Adaptability
Catalog materials	Reference skills
Develop policies	Drupal or Dreamweaver
Coordinate outreach	Management experience
Participate in social media	Subject knowledge or second Master's
Monitor budget	

Youth Services

Responsibilities	Knowledge/Skills
Materials maintenance	Communication skills
Liaise with teachers	Positive attitude
Collection development	Service commitment
Literacy instruction	Conflict resolution
Assist young patrons with resources	Knowledge of child development
Social media participation	Computer-based instruction
Children's programs and classes	Knowledge of suitable reference sources
Promote collection	Youth programming
Supervision of volunteers	Trends in youth literature

Sample titles:

- *Elementary Librarian*
- *Youth Librarian with Early Literacy Emphasis*
- *Early Literacy Librarian*
- *Children's Services Branch Manager*
- *Children's Librarian*
- *Librarian – Youth Services*
- *Young Adult Reference Librarian*
- *Media Technician*
- *Information Services Librarian – Children's Services*
- *Teen Librarian*
- *Librarian – Teen Specialist*
- *Librarian (K-12)*

Special Libraries Titles

- Music and art
  - *Information Services Librarian-Music*
  - *Music Librarian*
  - *Motion Picture, Television, and Radio Cataloguing Supervisor*
  - *Library Archivist*
- Government and history
  - *Head of Gulf Collections*
  - *New Jersey Regional Studies Librarian*
  - *Research Library Director*
- Law
  - *Information Services Librarian-Law*
  - *Legal Information Librarian*

- Health and science
  - *Medical Librarian*
  - *Biomedical/Research Services Specialist*
  - *Science Librarian*
  - *Information Services Librarian-Science and Technology*
  - *Social Sciences Librarian*
  - *Research and Instruction Librarian for the Sciences*
  - *Information Services Librarian-Biology & Chemistry*
  - *Oceanographic Center Librarian*

Special Libraries (cont.)

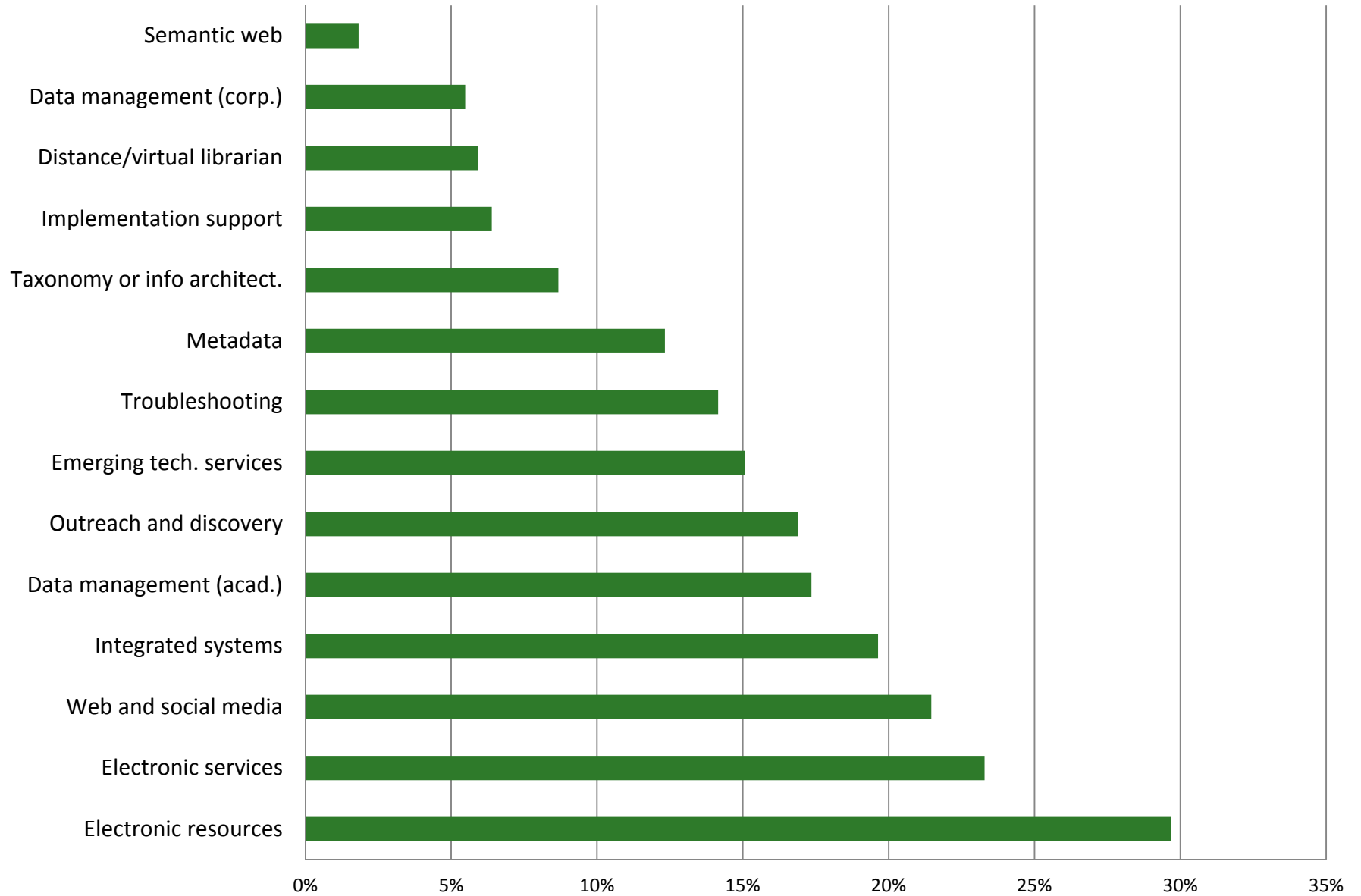| Responsibilities	Knowledge/Skills
Provide information literacy and resource assistance	Experience in a research, special, or academic library
Readers' advisory services	Adaptability and prioritization
Collection management	Work with rare materials
Conservation and preservation	Innovative problem-solving
Cataloging and indexing	Work independently and with a team
Innovative content and programs	Current and emerging technologies
Develop instructional curricula	International cataloging standards
Provide digital services	Best practices in special libraries
Outreach and discovery services	Knowledge of specialized databases
Committee membership	Drupal, Dreamweaver, HTML, etc.
Work with vendors	Communication skills
Research services	Second/advanced degree

Emerging Jobs for Information Professionals

Emerging Jobs for Information Professionals

In this section of our report, we explore "emerging" jobs for information professionals – new types of positions that have appeared on the employment scene in recent years. To organize our informal findings, we've grouped emerging jobs into six categories – jobs involving virtual services, outreach, electronic resources, metadata, information systems, and emerging technologies. For each category, we provide examples of the skills employers seek, job titles, and job responsibilities.

Before we dig into these details, we provide an overview of the common features of emerging jobs. Many of the listings we categorized as "emerging" jobs involve a combination of traditional and emerging job duties. Thus, we recognize that our categorization of each job is subjective, although intended to provide a useful snapshot of recent hiring trends.

Emerging Librarian Duties Across All Listings

Horizontal bar chart showing the following categories and approximate percentages:

- Semantic web: ~2%
- Data management (corp.): ~5.5%
- Distance/virtual librarian: ~6%
- Implementation support: ~6.5%
- Taxonomy or info architect.: ~8.5%
- Metadata: ~12.5%
- Troubleshooting: ~14%
- Emerging tech. services: ~15%
- Outreach and discovery: ~17%
- Data management (acad.): ~17.5%
- Integrated systems: ~19.5%
- Web and social media: ~21.5%
- Electronic services: ~23%
- Electronic resources: ~29.5%

X-axis: 0%, 5%, 10%, 15%, 20%, 25%, 30%, 35%

Common Features of Emerging Jobs

- Familiarity with integrated library systems
- Cataloguing and metadata; electronic collections management, including born-digital
- Ability to lead and complete digitization, data migration/conversion, repository and database tasks
- Creation or sourcing of digital tools - apps, databases...
- Support for distance and virtual patrons
- Evaluation and improvement of current systems and workflow; tracking and reporting data
- Anticipating future or emerging needs and changes

Features of Emerging Jobs (cont.)

- Troubleshooting for hardware and software across all levels of patrons; instruction; digital access
- Providing data and technical services, such online research support
- Ability to work collaboratively and as a principal liaison
- Budgeting; participating in strategic or best practices planning
- Encouraging or enabling resource discovery
- Implementing or assisting with emerging technology use

Virtual or Digital Librarians

Responsibilities	Knowledge/Skills
Support online and distance learning	Web accessibility standards
Website and social media participation	Instructional design experience
Develop information literacy multimedia	Qualitative and quantitative research
Process and service improvement	Interest in emerging library technology
Liaison with faculty	Interpersonal skills
Develop library digital policies	Knowledge of digital resources
Pursue grants and alternate funding	Online course management systems
Collection development	Second language

Sample titles:

- *Digital Humanities Librarian*
- *Online Instructional Design Librarian*
- *Content Assistant-Education*
- *Digital Communication and Learning Initiatives Librarian*
- *Distance Education and Reference Librarian-Humanities and Social Science*
- *Access Services Librarian*
- *Education Research Manager*
- *Research Services and Plant Sciences Librarian*

Outreach and Social Media

Sample titles:
- *Commons Librarian*
- *User Services and Multimedia Librarian*
- *Communication & Outreach Librarian*
- *SharePoint Librarian/ Research & Outreach Assistant*
- *Library Relations Manager*
- *Library Web Content Editor*

Responsibilities	Knowledge/Skills
Library website and social media	Proficiency with PCs, Web, and software
Tutorials and resource user guides	Explain technical concepts
Access services	SharePoint
Interlibrary loans	Effective social media
Collaboration with IT and faculty	Instructional tech and strategies
Increase awareness	Work independently
Programs and event logistics	Assessment and analysis
Recommend purchases & contribute to budget	Reference and instruction experience

Electronic Resources

Responsibilities	Knowledge/Skills
Data migration/archiving	Resources familiarity
Electronic collections development	Knowledge of copyright and regulations
Reference services	Communication skills
Assigning metadata	Computer proficiency
Staff/faculty liaison	Integrated library systems
Technical services	Collaboration
Curriculum resources	Serials experience
Library websites	Records management
Subscriptions management	Innovative troubleshooting

Sample titles:

- *Copyright and Licensing Librarian*
- *Electronic Resources & Acquisitions Librarian*
- *Electronic Resources Librarian*
- *Web Services & Electronic Resources Librarian*
- *Data Migration Librarian*
- *Digital Asset Librarian*
- *Digital Archivist*

Metadata and Taxonomies

Sample titles:

- *Cataloging Officer*
- *Resource Description Librarian*
- *Technical Services (Cataloguing) Librarian*
- *National Parks Metadata Specialist*
- *Head of Metadata and Collections*
- *Data Collections/Metadata Processing Analyst*
- *Senior Metadata Manager*
- *Oracle Clinical Global Librarian*
- *Taxonomy Development Consultant*

Responsibilities	Knowledge/Skills
Metadata-related decision-making	Classification and taxonomy
Collections management	Can translate tech ideas for non-techs
Cataloguing and creating guidelines	Cataloguing standards
Support digital scholarship	Web publishing software
Optimizing interoperability	SQL, database experience
Solution design	Ability to lead teams
Digitization of library holdings	Analysis and problem-solving
Technical services	Digitization process
Liaison	Millenium

Systems

Responsibilities	Knowledge/Skills
Digital library projects	Strategic planning
Research services	Metadata standards
Content management	Learn and use new tech
Maintain integrated library system (ILS)	Experience with ILSs (SirsiDynix, Evergreen)
Log and report metrics, critical issues	Search engine optimization
Content discovery	Juggle multiple priorities
Staff/patron training	Communication skills
Cataloging & metadata	Database development
Knowledge/records management liaison	Analyze and recommend records systems
Data life-cycle management	User information-seeking behaviors

Sample titles:

- *Head, Knowledge Access and Resource Management Services*
- *Records Management Analyst*
- *Knowledge Management Systems Coordinator*
- *Knowledge Manager*
- *Technical Services & Systems Librarian*
- *Systems Librarian-Circulation Team*
- *Systems/Web Librarian*

Emerging Technologies

Sample titles:

- *Digital Initiatives Librarian*
- *Emerging Technology and Systems Librarian*
- *Senior Product Manager*
- *Support Engineer*
- *Digital Applications Librarian*
- *Informatics/Data Services Specialist*
- *Data Services Librarian*
- *Head of Library Technology Services*

Responsibilities	Knowledge/Skills
Digital collections	Managing digital projects/materials
Developing and marketing programs	Marketing and implementation
Data services	Communication skills
Software/hardware troubleshooting	Data sources and statistical software
Implementing new tech	Independence
Research assistance	Metadata standards
Collaborative projects	Application developing
Discovery of and trials with new innovations	Web technologies (XML, HTML, CSS, etc.)

Limitations of the Study

- Listings selected may not be a representative sample
  - Ads were retrieved based on keywords, so some job listings could have been overlooked
  - Listings posted in mid-summer may not reflect year-round hiring trends
- Contemporary librarian positions include a mix of traditional and emerging duties, so categorization is inherently subjective

Job Resources Visited

- http://careercenter.sla.org/jobs
- http://careers.aallnet.org/jobs
- http://careers.archivists.org/jobs/
- http://inalj.com/?p=1441
- http://joblist.ala.org/
- http://mlanet.org/jobs/index.html
- http://musiclibraryassoc.org/employment.aspx?id=95
- http://publicboard.libgig.com/
- http://www.ala.org/lita/professional/jobs/looking
- https://www.atla.com/Members/development/jobs/Pages/default.aspx
- http://www.idealist.org/me/searches
- http://www.indeed.com/
- http://www.jinfo.com/
- http://www.librarycrossing.com/jobs/jobs.html
- http://www.lisjobs.com/jobs/
- http://www.monster.com/
- http://www.tfpl.com/services/jobs.cfm

Job Resources Visited (cont.)

- RSS Feeds:
  - http://www.lisjobs.com/rss.asp
  - http://joblist.ala.org/news/
  - http://www.librarycrossing.com/lcjssearchresults_rss.php?d=1624&kwt=&kwd=&lq=&lqc=United%20States&rd=100&rc=&du=&pgr=20&pgn=1&jst=&sto=&q1=&q2=&cat=&ext=&rg=277&sb=r&usersearch=1
  - http://web.jinfo.com/jobs/feed/
  - http://careers.aallnet.org/jobs?resultsPerPage=12&noStem=false&titlesOnly=false&salary_open=false&showMoreOptions=false&display=rss
  - http://careers.archivists.org/jobs?resultsPerPage=12&noStem=false&titlesOnly=false&salary_open=false&showMoreOptions=false&display=rss
- Twitter: https://twitter.com/mlaplacement