

Library Communications and Engagement Officer



Position Description

opportunity » growth » lifestyle

POSITION NO:	850103
DIRECTORATE:	Customer, Innovation & Arts
DEPARTMENT:	Arts and Culture
SECTION:	Libraries and Learning
STATUS:	Permanent Part Time
CLASSIFICATION:	Band 4
OCCUPANT:	
LOCATION:	Frankston City Council Libraries
APPROVED BY:	Director Community Development
DATE:	October 2024
POSITION OBJECTIVE(S)/GOAL(S):	
<ul style="list-style-type: none">• To assist with promotion and delivery of library programs and activities by creating promotional collateral• To consistently display high customer service skills that contribute to the libraries being a safe and welcoming community space	

KEY OUTCOMES AND RESPONSIBILITIES:

1. Library Promotion and Marketing

- Graphic creation for event programming, including social media tiles and signage for display in libraries
- Contribute to library social media and internet presence by maintaining content and event management systems to build community relationships.
- Maintain marketing standards and style guides and in accordance with Council's Corporate Branding Guidelines and the Library's Display procedures.
- Distribute high quality library marketing and promotion materials to library access points, outreach locations and external partners.
- Coordinate the scheduling of Library, Council and community displays at all Library locations.
- Undertake administration tasks to support the engagement team.

2. Programs and Events Support

- Assist the Library Engagement and Innovation team in the development and implementation of activities and initiatives in order to achieve the goals and strategies of the library.
- Deliver exceptional customer experiences by assisting with the planning and facilitating of Library programs and events.
- Assist in the development and implementation of a communications plan for each program or event as required.
- Assist with the development and distribution of appropriate advertising, public relations, and marketing collateral as directed by the Coordinator Engagement and Innovation.

- Assist with the preparation of risk management plans and briefing documents for each event / activity as required.
- **Customer Service**
- Provide high quality, responsive services and deliver a wide range of programs/activities relevant to the local community.
- Respond to difficult situations with skill and diplomacy.
- Handle and resolve general enquiries from customers in a responsive and cooperative manner, follow up and respond as required.
- Ensure all financial transactions are accurately processed in accordance with Council guidelines and procedures.
- Facilitate access to the collection through membership, promotion, circulation and shelving of library materials.
- Assist customers with the use of computers and digital literacy.
- Ensure that the library is professionally presented, information displayed is current and collection is maintained to agreed standards

Organisational Responsibilities

- Cooperate with Council in relation to any actions taken to comply with the Occupational Health and Safety Act 2004 and ensure that actions taken by the employee do not interfere with or place at risk the health, safety or wellbeing of the employee or any person in the workplace.
- Ensure compliance with all Privacy Legislation and treat all information of a personal and sensitive nature concerning the business of Council, Ratepayers or Residents in a professional and confidential manner in accordance with Council's information and records management procedures.
- Ensure that all Council's policies, procedures, systems and work practices are implemented and adhered to, in particular, in human resource management, risk management, financial management, governance, procurement, and customer service.
- Act in a professional manner at all times while performing duties for and/or representing Frankston City Council in accordance with the Staff Code of Conduct.

OTHER DUTIES:

- Responsibilities and duties included in this Position Description are subject to the Multiskilling provisions of the Frankston City Council Enterprise Agreement.
- Employees may be asked to assist with emergency related functions if the Municipal Emergency Management Plan is enacted. Under the *Emergency Management Act 1986*, this may include providing emergency response, relief and recovery services to the community.

POLICE RECORDS CHECK:

The incumbent must have and maintain a current Police Records Check: YES NO

WORKING WITH CHILDREN CHECK:

The incumbent must have and maintain a current Working with Children Check: YES NO

AUTHORISATION/DELEGATION:

The incumbent will be an Authorised Officer under appropriate delegations: YES NO

ORGANISATION RELATIONSHIPS AND RESOURCE MANAGEMENT RESPONSIBILITIES:

Reports to:	Team Leader Communications and Engagement
Supervises:	Nil
Internal contacts:	All library staff, volunteers and Council Departments
External contacts:	Library patrons, community organisations, suppliers, contributors to events and exhibitions.

ACCOUNTABILITY AND EXTEND OF AUTHORITY:

The incumbent is responsible and accountable for:

- Displaying a positive and friendly and professional attitude when dealing with both staff and the community and for the timeliness, quality and appropriateness of customer service provided.
- Meeting agreed priorities and performance standards and adhering to schedules and deadlines.
- Adhering to library and council policies, practices and procedures in delivering information and council service to library customers.
- Maintaining social media channels through multiple mediums, including video content.
- exercising delegated authorities appropriately and in accordance with the relevant Instrument(s) of Delegation and legislation, as set out in the specific Instrument of Appointment and Authorisation, once signed by the Chief Executive Officer.
- adhering to and implementing the Organisational Responsibilities set out in the Key Outcomes and Responsibilities, above.

JUDGEMENT AND DECISION MAKING:

The incumbent is required to use judgement and make decisions relating to:

- Interacting with community members online in a professional manner that reflects the values and behaviours of Frankston City Council.
- Using initiative and creativity to solve problems.
- Seeking guidance and advice from LLT members when required.

SPECIALIST KNOWLEDGE AND SKILLS:

The following knowledge and skills are required to be demonstrated and utilised:

Essential:

- Knowledge and demonstrated experience of graphic design tools for production of print materials;
- Creative ability for display and design;
- Ability to work under pressure in a busy and demanding environment.
- Well developed digital literacy, knowledge of Microsoft Office, online applications, social media tools and content management systems.

Desirable:

- Knowledge and use of library management systems.
- Demonstrated experience in event management.

MANAGEMENT SKILLS:

The incumbent must demonstrate and apply the following management skills:

- Ability to work under pressure in a busy and demanding environment.
- Skills in managing time, responding to priorities, planning and organising own work.
- Proven initiative, along with a strong motivation to achieve outcomes.
- Ability to apply keen attention to detail to ensure programs and events run efficiently.

INTERPERSONAL SKILLS:

The following interpersonal skills are required to be demonstrated and utilised:

- Demonstrated ability to work harmoniously as part of a team to deliver outstanding customer service.
- Demonstrated written and verbal communication skills and the ability to develop strong relationships with a diverse range of customers.
- Ability and willingness to learn and develop new skills and commit to own personal development; and display a positive attitude to change and assist team members and customers to adapt to the changing technologies, services and activities available.
- Ability to gain cooperation and assistance from the public, other employees and volunteers in the performance of well-defined activities.

QUALIFICATIONS AND EXPERIENCE:

The following qualifications and/or experience are required for the position:

- Successful completion of Year 12 VCE or Certificate qualification or demonstrated experience in Library and Information Services / Community Development or a related discipline.
- Knowledge or demonstrated experience in design, graphic design or desktop publishing – Canva, Adobe Illustrator, Photoshop, InDesign or similar.
- Experience in planning and coordination of events / activities.
- Understanding or knowledge of marketing principles;
- Current Victorian Driver License.

The following qualifications and/or experience are desirable for the position:

- Experience in a public library or customer service industry.
- Experience in program delivery.

VARIATION TO CONDITIONS OF EMPLOYMENT:

These conditions of employment, your duties and your location may be varied by Council during the term of your employment in accordance with Council's Enterprise Agreement.

The Position Description will be reviewed annually, in conjunction with you, in accordance with Council's Enterprise Agreement, and as part of the employee's annual Performance and Development Review.

The Position Description is to be read in conjunction with the Council's Enterprise Agreement and the General Terms and Conditions of Employment

SELECTION CRITERIA:

Selection will be based on the following Selection Criteria. However, reference will also be made to other attributes, skills and knowledge as listed in the Position Description:

Mandatory/Essential:

1. Successful completion of Year 12 VCE or Certificate qualification or demonstrated experience in Library and Information Services / Community Development or a related discipline.
2. Excellent customer service skills to achieve positive outcomes for library patrons and the general community.
3. Demonstrated excellence in written and verbal communication skills.
4. Ability to liaise with diverse community and professional groups.
5. Ability to work under pressure in a busy and demanding environment.
6. Knowledge and demonstrated experience of Canva or similar graphic design programs.
7. Demonstrated excellent design and presentation skills.

8. Demonstrated proficiencies in internet technologies including social media and content management systems.
9. Experience delivering community focussed programs and events.
10. Flexibility to be available to work outside of normal rostered hours when required.
11. Demonstrated ability to work harmoniously as part of a team to deliver outstanding customer service.
12. skills and ability to assist patrons with digital literacy.

Desirable/Optional:

1. Experience in program delivery
2. Knowledge and use of library management systems

PHYSICAL REQUIREMENTS OF THE POSITION:

The physical requirements of the position are outlined below:

Task	Performed Frequently	Performed Sometimes	Never/Rarely Performed
	More than 2 hours in 1 shift or continually for 30 min	Less than 2 hours in 1 shift	Infrequent use/activity
Keyboard duties	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reading tasks	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Writing tasks	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sitting (extended periods)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking/Standing (Briefly)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking/Standing (Extended)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driving Car/Utility/Tractor/Truck/Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Lifting/Carrying duties (Light) <10kg	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Lifting/Carrying duties (Heavy) >10kg	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Pushing/Pulling tasks (Light) <10kg	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pushing/Pulling tasks (Heavy) >10kg	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Chopping/Digging tasks	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Bending/Kneeling requirements	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Climbing (stairs, ladders/scaffold)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Handling grease/oils	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Exposure to dust/dirt/hazardous materials	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Exposure to chemicals and/or detergents	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Stress - Difficult customers	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Tight deadlines	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Other (Please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exposure to hot/cold temperature	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

AGREEMENT:

I accept and agree to the duties in this Position Description.

I understand that this Position Description is to be read in conjunction with Council's Enterprise Agreement and General Terms and Conditions of Employment, and I agree to abide by the terms and conditions of employment stipulated therein.

Name:

Signature:

Date: