



POSITION DESCRIPTION

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| POSITION TITLE: | Marketing & Online Engagement Officer | | | | |
| POSITION NO: | 100046 | CLASSIFICATION: | Band 4 | | |
| DIVISION: | Community Wellbeing | | | | |
| BRANCH: | Library Services | | | | |
| UNIT: | Yarra Libraries | | | | |
| REPORTS TO: | Team Leader Marketing and Online Engagement | | | | |
| POLICE CHECK REQUIRED: | Yes | WORKING WITH CHILDREN CHECK REQUIRED: | Yes | PRE-EMPLOYMENT MEDICAL REQUIRED: | Yes |

Yarra City Council is committed to being a child safe organisation and supports flexible and accessible working arrangements for all.

This includes people with a disability, Aboriginal and Torres Strait Islanders, culturally, religiously and linguistically diverse people, young people, older people, women, and people who identify as gay, lesbian, bisexual, transgender, intersex or queer.

We draw pride and strength from our diversity, remain open to new approaches and actively foster an inclusive workplace that celebrates the contribution made by all our people.

This position is required to provide evidence of COVID-19 double dose vaccination. We will work with individuals to assess their ability to meet this requirement on a case by case basis.

POSITION OBJECTIVES

The library operates in a team environment in which the library management, library resource & technology and library community learning & partnerships teams work together to achieve the objectives and initiatives outlined in the library plan.

To achieve this objective the incumbent will:

- Contribute to the achievement of Yarra Libraries' business strategy, vision and values.
- Support the marketing/communications activities of Yarra Libraries.
- Assist the Team Leader Marketing and Online Engagement in ensuring that the marketing/communication policies, procedures and standards are effectively implemented across Yarra Libraries.
- Develop a high level of knowledge of the resource and services that Yarra Libraries offers to its customers.
- Work in partnership with other members of the Yarra Libraries team to meet the needs and expectation of our customers.
- Provide proactive customer service in line with Yarra Libraries' strategy, standards and behaviours.

ORGANISATIONAL CONTEXT

Yarra Council seeks to foster an inclusive and dynamic community. It recognises that engaging in social and cultural activities enhances community belonging and well-being.

Yarra's suburbs have a rich and varied history which is reflected in the city's built form, natural environment and diverse population, which has a strong sense of community.

Lifelong learning and access to information and cultural resources has a place in the lives of all people, and Yarra Libraries has a valuable role to play in supporting our community as they learn, discover, imagine and engage.

Yarra Libraries is a dynamic public library service, providing a welcoming inclusive and stimulating environment where lifelong habits of learning and self-expression are encouraged, a love of reading is nurtured, and where library users can meet their educational, information and recreational needs.

Yarra Libraries sits within the Community Programs Directorate and is responsible for the provision and management of public library services to the community, through five static libraries at Carlton, Collingwood, Fitzroy, North Fitzroy and Richmond and a virtual presence at www.yarracity.vic.gov.au/Libraries

The library service employs staff within the three core functional areas including Library Development and Marketing, Resource and Technology; and Community Engagement and Partnerships.

ORGANISATIONAL RELATIONSHIP

Position reports to: Team Leader Marketing and Online Engagement

Position supervises: Not applicable

Internal Relationships: Library Staff
Community Wellbeing Division
Other internal Council staff

External Relationships: Residents
Public libraries

Community Groups
Members of the public
External service providers

KEY RESPONSIBILITY AREAS AND DUTIES

1. Marketing and Communications

- Contribute to the development of content which supports Yarra Libraries marketing/communication efforts around the provision of resources, through the variety of mediums including print and online.
- Contribute to the production of digital content which supports Yarra Libraries' marketing and online engagement efforts promoting library resources, services and programs
- Support the production of print collateral by collating, editing and proof-reading content,
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- Upload and maintain program and event details on the specified online platform (e.g. Eventbrite), including monitoring ticket sales/capacity
- Monitor Yarra Libraries social media channels and prepare content for publishing as directed by the Team Leader Marketing and Online Engagement

2. Customer Service

Provide pro-active customer service and support across Yarra Libraries by:

- performing a range of rostered desk shifts and library operations that support customers in a self-service environment based on a high level of knowledge of library products and services including circulation and collection maintenance duties
- dealing with enquiries in a proactive, effective and timely manner
- referring complex enquiries to specialist library staff
- providing customers with information relating to the collections and services offered by Yarra Libraries
- effectively communicating and following up with other employees in meeting the specific needs and expectations of customers as required.
- effectively implementing Yarra Libraries policies and procedures.
- participating in the development and delivery of activities and programs that support the library as a place for reading, learning and community
- collaborating with teams across the organisation to ensure the specific needs and expectations of customers are met
- implementing Yarra Libraries customer service policies and procedures
- where required, providing support and undertaking duties in other library areas to meet the operational requirements of Yarra and deliver quality customer service to the Yarra community.

3. Continuous Improvement

Contribute to the continuous improvement and development of Yarra Libraries by participating in the following regular and ongoing activities as required:

- Libraries and Learning staff Forums
- training programs
- team meetings
- meetings with specific Team Leader

- professional networks, seminars/ workshops as required
4. The ability to work across all Yarra Libraries branches, and on evenings and weekends.
 5. The incumbent is willing to undertake other duties as required.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

This position is accountable to the Team Leader Marketing and Online Development with reference to marketing/communications and in relation to Customer Service activities.

The position is responsible for:

- Fostering and promoting customer focus and commitment
- Ensuring a high level of customer service
- Assisting in the implementation of marketing/communications policies, procedures and standards
- Assisting in the implementation of marketing/communication activities
- Implementing Yarra Libraries policies, procedures and standards
- Ensuring that Coordinators are informed of key customer service situations and incidents
- Ensuring that the Team Leader Marketing and Online Development is informed and where appropriate, authorises internal and external marketing/communications activities and communications

Safety & Risk

Act as a role model for a safety and risk management culture and ensure officers are aware of and adhere to legislative requirements and Council policies and procedures.

- Monitor and report on any conditions likely to impact on employee safety.
- Initiate or support the development and training of appropriate safe work practices for all new processes or equipment.
- Identify hazards, assess, report and investigate incidents, train staff and where practicable, resolve any matters which may impact on the safety of Council employees, community members, or Council assets and equipment.
- Ensure consultation with staff on OH&S issues as early as practicable and include safety and risk in all team meeting agendas.

Sustainability

Embrace the following Sustaining Yarra principles through day to day work:

- Protecting the Future
- Protecting the Environment
- Economic Viability
- Continuous Improvement
- Social Equity
- Cultural Vitality
- Community Development
- Integrated Approach

Yarra Values

Behave according to the following values which underpin our efforts to build a service-based culture, based on positive relationships with colleagues and the community:

- Courage
- Respect
- Accountability

JUDGEMENT AND DECISION MAKING

The nature of the work is clearly defined with procedures well understood and clearly documented. The particular tasks to be performed may involve selection from a limited range of existing techniques, systems, equipment, methods or processes in a defined range of recurring work situations. Guidance and advice is always available.

SPECIALIST KNOWLEDGE AND SKILLS

- Experience in and/or knowledge of marketing and communications or public relations.
- Experience writing, proof reading and editing for different audiences and formats.
- An understanding of the role and function of the Library teams to whom support is provided, an understanding of the long term goals of the Library Services Branch, and an appreciation of the goals of the wider organisation.
- An understanding of the function of the position within its organisational context, including relevant policies, regulations and precedents.
- Ability to use, and knowledge of PCs, the internet, emerging technologies and social media including basic rouble shooting skills.
- Computer skills including demonstrated capabilities in the use of Microsoft Office business suite of tools (particularly Word, Excel and PowerPoint).
- Commitment to customer service ethic and personal service excellence, including written and oral communication and general customer service.
- Ability to run programs for the community.
- Commitment to ongoing training and development.

MANAGEMENT SKILLS

This position requires basic skills in managing time and planning and organising one's own work so as to achieve specific and set objectives in the most efficient way within resources available and within a set timetable.

Employees in this band may assist other employees by providing guidance, advice and training on routine technical, procedural or administrative/professional matters.

INTERPERSONAL SKILLS

- Ability work effectively as part of a team.
- Ability to consistently provide efficient and friendly service to library users.
- Ability to communicate clearly both orally and in writing.
- Ability to prepare routine correspondence and reports as required.
- Ability to gain the cooperation and assistance of other staff.
- Empathy with all sections of the community.
- Ability to relate to people from diverse cultural backgrounds.
- Fluency in a community language is desirable.

QUALIFICATIONS AND EXPERIENCE

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- Tertiary qualifications in library and information services, professional writing and editing, marketing or communications, and/or relevant experience is required for this position.
- A current Working With Children Check card is required.

KEY SELECTION CRITERIA

1. Knowledge and/or experience in:
 - writing, proof reading and editing content for a variety of audiences and formats with a high level of accuracy and attention to detail
 - display of marketing and promotional materials
2. Experience in and/or knowledge of customer service, primarily in the library, retail or hospitality sectors
3. Ability to communicate effectively with a diverse range of people in both written and oral form.
4. Ability to work under pressure and meet tight deadlines, with excellent time management skills
5. Demonstrated ability to work independently of as part of a team.