

Position Description

Position Title:	Library Programs Officer
Classification:	Band 5
Business Unit:	Libraries, Arts and Culture
Reports to:	Library Programs Lead
Status:	Part-time
Approved by:	Director Community Wellbeing
Reviewed:	June 2024

1. About the City of Glen Eira

The City of Glen Eira is located in Melbourne's south-east suburbs, approximately 10 kilometres from Melbourne's central business district. The City includes the suburbs of Bentleigh, Bentleigh East, Carnegie, Caulfield, Caulfield East, Caulfield North, Caulfield South, Elsternwick, Gardenvale, Glen Huntly, McKinnon, Murrumbeena, Ormond and part of the suburbs of Brighton East and St Kilda East.

Glen Eira has a vibrant and diverse community which is proud of its cultural heritage. It has 68 beautiful parks, 45 sporting ovals, 40 educational institutions, 35 strip shopping centres and almost 6000 businesses. It is home to more than 141,000 people and significant Melbourne icons such as Ripponlea, the Caulfield Cup, Yarra Yarra Golf Club, the Jewish Holocaust museum and much more.

2. About our Organisation

Glen Eira City Council aims to be an organisation that is high performing, values based and one that strives for innovation. We are proud of our achievements and have been recognised as an employer of choice over recent years. We endeavor to recruit people who share our values, are proud of the work they do and have a desire to make a difference to our community.

Glen Eira City Council is committed to reconciliation and supports Aboriginal and Torres Strait Islander aspirations. We encourage applications from Aboriginal and Torres Strait Islander people and value the knowledge, skills and talents they could share with our workforce and community.

Glen Eira City Council plays a leading role in taking strong action on the climate emergency and raising awareness to ensure a sustainable, safe and healthy future for us all. To help us achieve these outcomes, we all have the responsibility to embed climate change action in everything we do. As well as reducing emissions, we are working together to avoid waste and support Glen Eira's transition to a circular economy. This includes reviewing individual work to identify how we can make a difference in Council and the community to reduce environmental impacts and raise awareness.

Values

We are committed to the values which underpin our organisational culture, and how we work. Our five values are:

- Service Excellence – *Delivering for our community*
- Collaboration – *Working better together*
- Innovation – *Expressing ideas and adding value*
- Respect – *Being understanding and considerate*
- Integrity – *Being open and honest*

2.1 Organisational Structure

Glen Eira City Council's structure comprises four Directorates and two executive management portfolios (People and Culture and Finance) all reporting to the Chief Executive Officer. The four Directorates are:

- Community Wellbeing;
- Customer and Corporate Affairs;
- Planning and Place; and
- Sustainability, Assets and Leisure.

These Directorates and the departments within them are responsible for ensuring the delivery of high quality and cost-effective services that make a difference to our community. In conducting their business, they aim to be client focused and open to innovation and continuous improvement.

3. Position Purpose and Background

The Library Programs Officer is responsible for supporting the planning and delivery of Library events and programs, and promotion of the library service.

The primary focus is on the promotion of Library events and programs. This position is responsible for working professionally with employees at all levels across Council and liaising with relevant external stakeholders, including members of the community, local community groups, arts and cultural organisations, local businesses and artists.

4. Working Relationships

Reports to: Library Programs Lead

Position deals with: Libraries, Arts and Culture team, Business Unit Managers, Media and Communications, Other staff across council.

Externally, the role may include liaising with: community groups, media and publicists, Artists, agents and arts and culture organisations, graphic designers, members of the community, local community groups, local businesses, volunteers, funding bodies, industry networks.

Direct Reports: N/A

5. Key Responsibilities

- Work with the Library Programs Lead to develop and deliver the library program and events, including the annual My Brother Jack Awards.
- Assist with both online and on-site program and event production as required.
- Work with the Library Programs Lead to maximise participation and engagement across Statewide reading campaigns like the BIG Summer Read and Warm Winter Read.
- Manage the Libraries social media platforms and web pages to connect with and build audiences and to maximise positive engagement.
- Develop content for Electronic Direct Mails (EDMs) and other campaigns to promote Libraries programs, resources and services.
- Analyse data and conversations from social media channels to ensure data quality, consistency, and accuracy, and for content development.

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- Answer general enquiries, coordinate EOI processes, source quotes, liaise with vendors, raise purchase orders, and administer invoices/payment processing
- Collaborate with the Media and Communications department as required.
- Supervise casual staff, contractors, artists and volunteers associated with events and programming when required.
- Secure necessary approvals prior to publication of digital content and distribution of marketing collateral.
- Draft marketing and promotional plans and/or consultant briefs where required
- Prepare estimates and monitor relevant Library budget lines.
- Ensure documents are accessed and stored according to Council protocols.

5.1 OHS, Risk Management, Equal Opportunity, Charter of Human Rights & Child Safe Standards

- Adhere to policies and procedures to minimise injury and damage to assets and property.
- Adhere to Council's Health and Safety, equal opportunity and risk management policies, plans and procedures and relevant legislation as well as act in accordance with the Charter of Human Rights.
- Actively participate in reporting matters of health, safety and Council asset damage.
- Demonstrate and promote workplace behaviour that does not discriminate, bully or harass.
- Take reasonable care for your safety and the safety of others who may be affected by your actions or omissions;
- Contribute to the effective protection of Council in accordance with the Council's risk management policy and procedures;
- Act compatibly with human rights and consider human rights when making decisions; and
- Cooperate with any reasonable, lawful instruction to comply with relevant legal requirements
- Commit and adhere to Council's zero tolerance of child abuse, its principles of being a child safe organisation and its reporting requirements for child safety.
- Adhere to the Victorian Child Safe Standards and related legislation, including Failure to Disclose, Failure to Protect and Grooming offences.

5.2 Accountability and Extent of Authority

The following outlines the Accountability and Extent of Authority required by the Library Programs Officer:

- Freedom to act is governed by clear objectives and or budgets
- Accountable for the quality, effectiveness, costs and timeliness of their projects or work plans.
- Efficient and effective delivery of marketing and promotional activities aligned with the position.
- Securing appropriate approvals for media, advertising, marketing and promotional content.
- Ensuring the efficient and effective use of staff and resources in the delivery of a municipal arts and cultural service.
- Monitoring of budgets under the control of the position.
- The Library Programs Officer is accountable to the Library Programs Lead for the achievement of goals and objectives established for the position.

5.3 Judgement and Decision Making Skills

The following outlines the extent of judgement and decision making required by the Library Programs Officer:

- The incumbent will be required problem solve to make decisions on areas of responsibility in line with organisational guidelines, policy and regulatory requirements.
- The Library Programs Officer must exercise judgement within clearly defined objectives as to appropriate processes for implementing marketing and promotional activity, programs and projects.
- Creativity and originality will be required.
- Guidance and advice are usually available within the time required.

5.4 Management Skills

The following describes managerial skills required by the Library Programs Officer:

- Ability to work independently with minimum supervision.
- Skills in managing time, setting priorities and planning and organising one's own work within a set timetable.
- Ability to administer several tasks at one time.
- Supervise casual staff, contractors, artists and volunteers associated with events and programming when required and therefore have an understanding of and ability to implement personnel practices.

5.5 Interpersonal Skills

The following describes the interpersonal skills required by the Library Programs Officer:

- Ability to gain cooperation from suppliers, contractors and other employees.
- Ability to identify, discuss and resolve problems.
- Ability to work autonomously and within a collaborative team.
- Positive and collaborative attitude to support achievement of department objectives.
- Ability to write reports / prepare reports for external correspondence.

5.6 Specialist Skills and Knowledge

The following describes the specialist knowledge and skills required by the Library Programs Officer:

- Experience in strategic marketing and promotional plans, preferably within the arts/culture/events sector.
- Experience in the use of social media as a marketing tool.
- Experience using content software management packages (such as Campaign Monitor, Hootsuite) and advanced IT skills (Microsoft).
- Project research skills with a focus on audience development.
- Strong administrative written and verbal communication skills.
- Ability to prepare and monitor annual budgets for direct areas of responsibility.
- An understanding of the long-term goals of Glen Eira Libraries and an appreciation of the goals of the wider organisation.
- Understanding of relevant policies, regulations and precedents.

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5.7 Qualifications and Experience:

- A tertiary qualification in Marketing, Communications, Public Relations, Events or similar or lesser formal qualifications with work skills and relevant experience.
- Experience in marketing and promotions, preferably within the arts/culture/events/public library sector.
- Experience in the use of social media as a marketing tool.
- Strong written and verbal communication skills.
- Strong administrative and organisational skills.

6. Performance Review

The Library Programs Officer will be required participate in the Council's Performance Development and Review process. This involves planning and agreeing work and skill development objectives and reviewing and assessing achievements on a regular basis.

The Library Programs Officer may also be required to carry out other such duties as are within the limits of the employee's skills, competence and training. These will be discussed as part of the Performance Review process.

7. Selection Criteria

- Demonstrated commitment and adherence to organisational values and behaviours.
- Demonstrated experience in delivering high quality customer service for external/internal clients and ability to deal with multiple stakeholders with competing priorities.
- A tertiary qualification in Marketing, Communications, Public Relations, Librarianship or similar or lesser formal qualifications with work skills and relevant experience.
- Experience in marketing and promotions, preferably within the arts/culture/events sector.
- Strong written and verbal communication skills.
- Strong administrative and organisational skills.
- Experience in creating engaging and effective social media content.
- Experience in creating effective Electronic Direct Mails (EDMs) and managing website content/layout.
- Demonstrated ability to work autonomously and within a collaborative team environment.

Desirable

- Local government experience is desirable

8. Other Information

- Position is subject to the satisfactory completion of Police Records Check and Employee Working with Children Check.
- Victorian Drivers Licence is desirable.
- The position is located at the Glen Eira Town Hall, however the incumbent may be required to travel to other Council offices from time to time
- In accordance with Council's COVID-19 Protective Behaviours Policy, the incumbent will need to demonstrate evidence of approved COVID-19 vaccinations or authorised medical exemption.