

## POSITION DESCRIPTION

<b>POSITION TITLE:</b>	Team Leader, Marketing and Online Engagement				
<b>POSITION NO:</b>	703900	<b>CLASSIFICATION:</b>	Band 6		
<b>DIVISION:</b>	Community Wellbeing				
<b>BRANCH:</b>	Library Services				
<b>UNIT:</b>	Yarra Libraries				
<b>REPORTS TO:</b>	Coordinator Library Development and Marketing				
<b>POLICE CHECK REQUIRED:</b>	Yes	<b>WORKING WITH CHILDREN CHECK REQUIRED:</b>	Yes	<b>PRE-EMPLOYMENT MEDICAL REQUIRED:</b>	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.*

### POSITION OBJECTIVES

The library operates in a team environment in which the Library Management, Library Resource and Technology, Library Development and Marketing, and Library Community Engagement and 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.
- Lead the Marketing and Online Development team in the promotion of Yarra Libraries' activities and grow our online presence.

- Ensure that marketing and online service policies, procedures and standards are effectively implemented across Yarra Libraries.
- Maintain an awareness of current trends in marketing and online engagement within the public library sector through participation in professional learning, attendance at seminars/networking events, training courses and professional relationships.
- Provide proactive customer service in line with Yarra Libraries strategy, standards and behaviours.
- Develop and maintain a high level of knowledge of the collections and services Yarra libraries offers its customers.
- Contribute to the continuous improvement and development of Yarra Libraries in anticipating and delivering customer focused collections and services.

## 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, self-expression are encouraged, a love of reading is nurtured, and where library users can meet their educational, information and recreational needs.

**Yarra Libraries' Vision is:** Connect Discover Inspire

**Yarra Libraries' Mission** as indicated in the Yarra Libraries Strategic Plan 2017- 20 is:

*To provide a place for all people to connect with others, discover new things and find inspiration, both within the library walls and beyond.*

Yarra Libraries sits within the Community Wellbeing 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.yarralibraries.vic.gov.au](http://www.yarralibraries.vic.gov.au)

The library service employs 49.2 EFT staff within the three core functional areas including Community Engagement and Partnerships, Library Development and Marketing and Resources and Technology.

## ORGANISATIONAL RELATIONSHIPS

This position reports to:	Coordinator Library Development and Marketing
Direct reports:	Marketing and Online Development Officer Marketing Support Officer Community Learning and Partnerships Officer Digital and Community Learning Librarian
Internal Relationships:	Yarra Libraries staff Council staff Communications and Community Engagement Team
External Relationships:	Yarra Libraries members City of Yarra residents Suppliers and contractors Industry professionals Community groups and organisations

## KEY RESPONSIBILITY AREAS AND DUTIES

### Marketing and Communications

- Assist the Coordinator in the development and implementation of Yarra Libraries' marketing/communication plans, strategies and activities.
- Support the ongoing development and enhancement of Yarra Libraries' website, ensuring that content is accurate, current and in line with corporate guidelines and industry best practice.
- Assist the Coordinator with the development of policies, procedures and standards relating to marketing, communication, public/media relations, social media, promotion, displays, exhibitions and sponsorship.
- Liaise with internal and external stakeholders including community groups, council business units and other potential partners.
- Maintain an awareness of Council and community initiatives, projects, programs and events.
- Coordinate Yarra Libraries' marketing/communication efforts through the design, development, production, promotion and distribution of
  - print material (including brochures, flyers and posters)
  - digital content (including social media posts, photography, video, advertisements and digital images)
  - merchandise and other collateral as required.
- Support Yarra Libraries' programming and reader development teams with the promotion of collections, services, programs and other initiatives.
- Prepare reports, briefings and presentations on engagement activities and marketing efforts, ensuring statistical information is available.

### **Online Development**

- Support the development of online content (including videos, podcasts and live events) and maintain the Yarra Libraries' website and social media channels.
- Deliver campaigns and projects that leverage new technologies and online trends to increase and improve online community engagement.

### **Library Operations**

- Oversee day-to-day library branch operations and programs.
- Monitor quality and effectiveness of library services at the branch within budget and library policy.
- Recommend and implement changes to ensure effective branch operations.
- Ensure the library buildings, furniture and equipment are well maintained and make recommendations regarding maintenance requirements.
- Manage staff rosters in accordance with budget and rostering guidelines.
- Promote and manage branch collections in consultation with relevant Team Leaders.

### **General Management**

- Provide advice to the Coordinator Library Development and Marketing on issues and trends that may impact library services.
- Contribute to management decision-making in relevant areas of library operations.
- Participate in development of library budget, plans, policies and procedures.
- Take an active role in the evaluation, planning and implementation of the library's strategic and annual plans.
- Ensure that library staff and teams in the area of responsibility are aware of strategic actions and take an active role in the delivery of key activities.
- Represent Yarra Libraries and participate in meetings, committees and professional networks as required.
- Liaise with members of the public, staff and organisations to achieve set objectives.

### **Human Resources**

- Foster a responsive, innovative and forward-looking culture through coaching, mentoring and empowering staff through regular performance discussions.
- Ensure effective supervision of direct reports and all staff working in the branch.
- Create an environment, in which staff are empowered and equipped to promote the development of ideas and innovation.
- Proactively manage issues.
- Develop and foster team spirit amongst staff.
- Ensure that staff training needs and career development needs are identified and implemented through the performance development process.
- Participate in the recruitment of staff.

### **Budget**

- Manage a limited budget and the control of resources allocated to the specialist area.

### **Customer Service**

- Create and maintain a welcoming environment for customers in a self-service environment by providing pro-active customer service.
- Lead, motivate and support team members to deliver exceptional customer service with advice and day-to-day guidance.
- Undertake rostered customer service desk shifts.
- Respond to customer enquiries in a proactive, effective and timely manner.
- Provide customers with information relating to the collections, programs and services offered by Yarra Libraries.
- Refer complex enquiries to specialist team members as required.

### **Safety and 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.

### **Training and Support**

- Conduct training and provide guidance within areas of expertise as required.

### **Continuous Improvement**

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

- All staff meetings
- training programs
- branch meetings
- Leadership team meetings
- meetings with your specific Manager
- relevant networks

The ability to work across all Yarra Libraries branches, on evenings and weekends, undertaking other duties as required.

## **ACCOUNTABILITY AND EXTENT OF AUTHORITY**

The position is accountable to the Coordinator Library Development and Marketing with reference to marketing/communications and customer service activities. The position is responsible for:

- Fostering and promoting a customer focus and commitment to ensure a high level of customer service
- Contributing to and implementing marketing/communications policies, procedures and standards
- Ensuring the team's marketing/communication activities comply with corporate standards
- Contributing to and implementing Yarra Libraries policies, procedures and standards
- Ensuring that Coordinators are informed of key customer service situations and incidents
- Ensuring that the Manager Library Services is informed and where appropriate, authorises internal and external marketing/communications activities and communications.

### ***Safety and Risk***

- Minimise risk to self and others and support safe work practices through adherence to legislative requirements and Council policies and procedures.
- Report any matters which may impact on the safety of Council employees, community members, or Council assets and equipment.

Yarra City Council is committed to prioritising and promoting child safety. We adhere to the Victorian Child Safe Standards as legislated in the *Child, Wellbeing and Safety Act 2005* and have robust policies and procedures in order to meet this commitment.

### ***Sustainability***

Embrace the following Sustaining Yarra principles in their 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:

- Accountability
- Respect
- Courage

## **JUDGEMENT AND DECISION MAKING**

- Act in accordance with established policies of Yarra City Council and Yarra Libraries or in accordance with directions of the Manager Library Services or the Coordinator Library Development and Marketing.
- Examine, identify and solve problems using existing policies, procedures and standards available.
- Identify and develop policy for consideration by the Manager, Library Services.
- Make recommendations about resourcing requirements, supervision, performance and staffing issues for the team.
- Review and approve online communications and content developed by team members
- Coordinate marketing/communication activities and exercise judgement in developing, evaluating and recommending improvements to established procedures and practices; guidance and advice is usually available.

## **SPECIALIST KNOWLEDGE AND SKILLS**

- Experience in the marketing, communications and public relations industries and/or knowledge of customer service in the library, retail or hospitality sectors.
- Experience in the design, development and production of promotional materials such as brochures, booklists and flyers.
- Advanced skills in Adobe Creative Suite software (particularly InDesign, Photoshop, Illustrator and Premiere Pro) or similar design software. Computer skills including demonstrated capabilities in the use of Microsoft Office business suite of tools.
- Experience in managing website content management systems (preferably Sitecore or similar) and knowledge of web design standards, CSS and HTML.
- Demonstrated ability and experience in managing social media including content planning, management and community moderation.
- Well-developed skills in financial management, including the ability to administer and manage budgets.
- Demonstrated capability to deliver exceptional customer service across multiple channels. Ability to use customer service technology, social media and emerging technologies including trouble shooting skills.
- Highly developed communication, planning, conceptual and analytical skills.
- Take an active role in the evaluation, planning and implementation of the library's strategic and annual plans.

## **MANAGEMENT SKILLS**

- Achieve organisational goals and objectives within agreed timelines and budget.
- Establish priorities, plan and organise projects and the team to meet service objectives.
- Develop policy and reports for the Manager Library Services to an agreed standard.
- Provide leadership in the development of organisational and team culture including ability to implement personnel practices including equal opportunity, occupational health and safety and training and development.
- Manage staff performance with Yarra City Council standards and procedures.

## **INTERPERSONAL SKILLS**

- Well-developed communication skills to effectively engage with staff, customers and internal and external stakeholders and the ability to present and develop reports to a wide range of audiences.
- Proven written communication skills including the ability to prepare policy, briefs and reports.
- Proven ability to lead and engage others.
- Ability to liaise and resolve problems – internally and externally.
- Proven ability to seek creative solutions to a wide range of issues and concerns. Skills in building respect and collaborative relationships and the ability to work in a team environment to deliver outcomes.
- The ability to gain co-operation and assistance from a diverse range of staff, customers and stakeholders.
- A customer-centric approach to flexibility and decisiveness.

## **QUALIFICATIONS AND EXPERIENCE**

Tertiary qualifications in Library and Information Management or related field, with some relevant marketing and communications experience, or lesser tertiary qualifications in marketing, communications and/or public relations with substantial experience within a library, retail or customer-centred environment.

## KEY SELECTION CRITERIA

1. Proven experience in developing marketing and promotional material from initial brief to completion, Adobe Creative Suite software (particularly InDesign, Photoshop, Illustrator and Premiere Pro) or similar and website content management systems (preferably Sitecore) website content management systems (preferably Sitecore).
2. Excellent verbal and written communication skills, including the ability to produce high quality submissions, reports and represent Council across a range of forums.
3. Proven ability to lead the day to day operations and programs of a library branch, including the promotion of collections, rostering and building maintenance.
4. Demonstrated ability to plan workloads, organise resources, control workloads and lead others.
5. Proven ability to build and maintain effective working relationships, including the ability to consult and liaise with a diverse range of people.