

Position Description

02353 - Library Officer – Marketing

About Council

The City of Onkaparinga is South Australia's largest metropolitan council with just over 10 per cent of the state's population and is continuing to grow rapidly. We are a high performing; responsive, innovative organisation that meets our communities' needs and strives to achieve excellence in all areas. We are an equal opportunity employer and employ people who share our passion for creating a better place to live and work. Our professional and friendly workplace offers a great working environment in which individuals are accountable and supported to continually develop to be the best they can be.

Workplace Health Safety and Return to Work

We are committed to a healthy safe work environment, including systems of work, plant, equipment and substance management that minimises the risk of injury or illness while at work.

Equity and Diversity

We aim to provide a workplace environment committed to the delivery of equity and diversity principles and procedures and other workplace regulations.

Customer Experience

Our goal is to consistently deliver an exceptional experience to both our internal and external customers. We do this by personalising our interactions, building trust and understanding, demonstrating teamwork, going above and beyond and continually seeking feedback to improve.

Our Values and Behaviours

In the workplace organisational values support the culture of our organisation. They are the 'glue' that brings us all together to support our corporate goals.

COURAGEOUS

What will I do to make a difference today?

CURIOUS

Why?

POSITIVE

What can be done?

INSPIRATIONAL

What will I be remembered for?

CONNECTED

What do I need to know?

ACCOUNTABLE

What impact will I have?

Summary

Position title:	Library Officer - Marketing	Classification level:	MOA Level 4
Section/Division:	Libraries, Customer Relations and Recreation / Community	Reports to:	Team Leader Noarlunga Library
Direct reports:	Nil		

Position Overview

The Library Officer - Marketing is responsible for providing high quality, customer service in line with the City of Onkaparinga library quality service standards.

The primary purpose of the role is to implement and maintain the Library Marketing Plan and deliver on the outcomes of the plan, develop targeted marketing campaigns which promote the library service to the community and oversee the development of library promotions, including social media, in accordance with council's marketing guidelines, procedures and principles.

Key Relationships / Interactions

The Library Officer - Marketing is required to have key working relationships with Team Leader, Library and Customer Relations Management team, Marketing and Communications team, other relevant sections of council, and the South Australian public library network.

Workplace Health Safety and Return to Work Responsibilities

- Take reasonable care for the health and safety of oneself and others
- Adopt work practices that support our WHS management system and approach

Financial Responsibilities

Nil

Special Requirements

- Due to the nature of the position some out of hours work will be required.
- While initial location of work is Noarlunga Library, appointment is to the City of Onkaparinga Library Service and location of work may vary.
- The successful applicant must possess and provide a Department of Human Services (DHS) "Not Prohibited" Working with Children Check, prior to offer of employment.
- Must be prepared to undertake Child Safe Environment training.
- Must possess a current South Australian Driver's licence.

Position Accountabilities

The Library Officer - Marketing is responsible for:

- Promoting the value of libraries to the community using traditional and online mediums.
- Implementing and maintaining the Library Marketing Plan and delivering on the outcomes of the plan.
- Providing marketing advice and direction to library staff to effectively market the library and services to the community.
- Developing targeted marketing campaigns which promote the library service to the community in collaboration with the Marketing and Communications team.
- Monitoring and understanding the latest developments and trends in libraries, popular culture, social media and the publishing industry to ensure that targeted marketing outcomes are achieved.
- Oversee the development of library promotions to ensure council's marketing guidelines, procedures and principles are met.
- Coordinate the creation, production and scheduling of library social media
- Providing copywriting support for library grant applications in collaboration with the library leadership team.
- Delivering a range of library activities and projects as directed and support team members to ensure quality service delivery within established procedures.
- Supporting customers in accessing and using online resources and technologies including internet, library catalogue and online databases (such as Libby, BorrowBox), PC booking system, and other resources as required.
- Contributing to a culture of quality internal and external customer experience in line with City of Onkaparinga library quality service standards and delivering face to face customer service to ensure that customer needs are met.

Selection Criteria

Technical Knowledge & Experience	<ul style="list-style-type: none"> • Comprehensive knowledge of the principles relating to marketing and communications. • Comprehensive knowledge of traditional and digital marketing, content marketing and social media marketing. • Ability to design and implement communications and outreach campaigns to ensure a strong library presence within our communities and with key stakeholders. • Excellent written and verbal skills with the ability to write and present to different target audiences. • Proven ability to develop strategies and recommendations that ensure a cohesive and collaborative approach to communication, and promotions of library collections, services and programs. • Comprehensive knowledge of desktop publishing software (eg Adobe InDesign, Canva etc) and social media platforms • An understanding of the role of libraries in the development of literacy and learning. • Ability to use initiative and be flexible when solving problems. • Effective time management skills to plan and prioritise projects and tasks and organise work to meet conflicting demands and work under pressure. • Ability to make independent and sound decisions, having regard to policy guidelines, organisational practice and political influences. • Sound knowledge of the concept of digital inclusion and the library's role in helping bridge the digital divide in the community. • Knowledge of the role of public libraries including ensuring equitable and safe access to the internet and associated resources, and a capacity to foster the smart, safe and responsible use of digital resources. • Sound search retrieval skills and demonstrated ability to use a range of online resources. • Sound knowledge and demonstrated competencies in OneCard network policies and procedures. 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p>
Collaboration & Communication	<ul style="list-style-type: none"> • Demonstrated commitment to teamwork and the maintenance of a supportive work environment. • Highly developed communication and interpersonal skills to deal effectively with a wide range of people at various levels and backgrounds. • Willingness to openly share information and skills and train other staff in techniques and procedures. 	<p>Essential</p> <p>Essential</p> <p>Essential</p>

Customer Service & Continuous Improvement	<ul style="list-style-type: none"> • Demonstrated commitment to a culture of quality internal and external customer experience in line with City of Onkaparinga customer engagement standards. • Experience in working face to face with customers for an extended length of time. • Demonstrated commitment to customer service and continuous improvement. • Ability to identify and progress change initiatives and to support others in an environment of change. 	Essential Essential Essential Essential
Corporate	<ul style="list-style-type: none"> • Working knowledge of the Microsoft Office suite and use of corporate technology. • Application of equity and diversity principles, WHS and Injury Management procedures and participative work practices. • Competent in using library information technology applications, equipment, and basic troubleshooting skills for library IT resources (e.g. Library Management System, Event Management Software (Eventbrite), Print Management Software, and associated applications (Libby, Libraries SA, BorrowBox). • Sound knowledge in the use of online technologies to enable the delivery of virtual library services e.g. Online Webinars. 	Essential Essential Essential Essential
Qualifications	<ul style="list-style-type: none"> • A tertiary qualification in communications and/or marketing • Appropriate qualifications and eligibility for professional membership of ALIA (Australian Libraries and Information Association) 	Essential Desirable
Government	<ul style="list-style-type: none"> • Experience working in a government environment 	Desirable

Corporate Systems and Information Assets

Manage projects and business activities to ensure that all corporate information and records are captured and managed in the appropriate corporate systems in accordance with the organisation's corporate policies and procedures on information governance and records management (electronic and physical).

Policy and Procedure

Adhere to council policies, procedures, guidelines and standards, in particular, but not limited to, our Organisational Values and Code of Conduct for Employees, Procurement Policy, Public Interest Disclosure and the following procedures: Employment in Addition to Council, E-Communication, Management of Unsatisfactory Performance and Unacceptable Behaviour.

Performance and Development Review Process

The City of Onkaparinga is committed to a performance and development management process (My Plan). A well-functioning performance and development review process is a critical part of our organisation's drive to attain and sustain organisational and individual excellence. This is a mandatory activity for every employee in the organisation to ensure that each individual is provided the best opportunity to succeed. In addition to performing your role in accordance with this job description, there are primary and secondary goals defined within the My Plan process which will be used to measure annual performance and delivery against expectations.

This Position Description is only descriptive of the type of duties to be undertaken by you during your employment and you accept the organisation may require you to carry out any duties which are within your skills and competence.

Employee Signature	Date
Team Leader / Manager Signature	Date