



POSITION DESCRIPTION

POSITION TITLE:		Coordinator Library Development and Marketing			
POSITION NO:		703601	CLASSIFICATION:		Band 7
DIVISION:		Community Wellbeing			
BRANCH:		Library Services			
UNIT:		Community Learning and Partnerships			
REPORTS TO:		Senior Coordinator Community Engagement and Partnerships			
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.

POSITION OBJECTIVES

Lead the strategic development of a customer focused, innovative and effective service consistent with the strategic goals and objectives of Yarra Libraries to ensure the services continued position as an industry leader.

Strategically manage the development and operation of community engagement initiatives through the development of strategies, frameworks and policies that support community development and lifelong learning.

Support the Team Leader Outreach and Inclusion, Team Leader Children's and Youth, Team Leader Digital and Community Learning and Team Leader Marketing and Online Development in the delivery and continuous improvement of Yarra Libraries' systems and processes.

Plan for and further develop library services through the ongoing introduction of new technologies and the integration with Council systems.

Develop and coordinate staff training to enhance skills and continually improve the customer service standard in line with Yarra Libraries' strategy. Maintain an awareness of current issues in the provision of public library services through the participation in professional learning, attendance at seminars, training courses and internal relationships.

ORGANISATIONAL CONTEXT

Yarra City 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, informational 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

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

ORGANISATIONAL RELATIONSHIP

KEY RESPONSIBILITY AREAS AND DUTIES

This Position Reports To: Senior Coordinator Community Engagement and Partnerships

Positions Reporting To This Position:

Team Leader Community Programing and Outreach

Team Leader Children's and Youth
 Team Leader Digital and Community Learning
 Team Leader Marketing and Online Development

Internal Relationships: Yarra Libraries staff
 Council Staff
 Yarra City Council

External Relationships: Yarra Libraries members
 City of Yarra Residents
 Industry professionals
 Community Groups and organisations
 Library Suppliers

Strategy and Planning

- Provide support and direction to the Library Management Team in the development of strategic planning and policy development in library operations and community engagement.
- Play a leadership role in Yarra Libraries' contribution to the annual planning processes of Yarra City Council including:
 - Implementation and review of the Yarra Libraries Strategic Plan / Annual Report;
 - Contributing to the annual development of the Council Plan and associated KPI's;
 - Contributing to the development of the Branch Service Plan; and
 - Supporting the development of, and reporting on, the budget requirements of Yarra Libraries; including recurrent, staffing and casual budgets.
- Contribute to the development and review of policies, procedures and plans relevant to library operations, marketing and promotion, and strategic partnerships provisioning of supporting services and programs for Yarra Libraries.
- Develop and implement a robust evaluation framework offering ROI and impact analysis of Yarra Libraries' programs and service delivery.
- Develop, implement and continually review Yarra Libraries' strategies, frameworks, policies and procedures to ensure that they meet the requirements of the community and industry best practice.
- Actively participate in research and maintain an awareness of social planning principles and engagement of local communities.
- Support the appropriate consultation, participation and feedback from the community in the development of policies and strategies relating to community initiatives.
- Represent Council and Yarra Libraries on a range of internal and external networks.
- Prepare reports, statistics, briefings and presentations on matters relating to the overall community experience and operations of the Library service.
- Negotiate and develop partnerships and work with a variety of internal and external stakeholders.

- Support the role of Yarra Libraries in community development through effective networking and partnerships.
- As part of the Library Management team, ensure statistical information is available and reported as required.
- Project manage any library building projects on behalf of Yarra Libraries.

1. Marketing and Engagement

- Support the Marketing and online development team in the development and implementation of marketing/communication plans, strategies and engagement activities.
- Support the coordination of the ongoing development and enhancement of the Yarra Libraries website ensuring that content is accurate, current and in line with corporate guidelines and industry best practice.
- Coordinate the development of policies, procedures and standards relating to marketing, communication, public/media relations, social media, promotion, displays, exhibitions and sponsorship.
- Support marketing and community engagement initiatives with evidence-based strategic advice, preparing reports and utilising data about community trends, needs and service use as needed.
- Maintain an awareness of Council and community initiatives, projects and events.

2. Outreach and Inclusion

- Support the development and implementation of a range of inclusive outreach programs and events that foster positive social, cultural and economic outcomes for the Yarra community, including the Home Library Service
- Prioritise the inclusion of the whole community in the awareness and participation in the use of library services and resources.
- Support all options for engaging with the community to extend access to library collections, programs and services.

3. Community Learning and Programs

- Maximise the role of Yarra Libraries in the promotion of lifelong learning opportunities, and programs that foster positive social, cultural and economic outcomes for the Yarra community,

- Support Team Leaders in the development and evaluation of a range of innovative, quality lifelong learning programs and events that respond to the various learning needs of the community
- 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 and events.
- Support the development, implementation and review of Yarra Libraries' program framework and set annual KPIs in response to identified community needs, ensuring the library's programs support and are in line with Council priorities and objectives.

4. Human Resources

- Provide strategic advice and direction to Team Leaders through the provision of effective leadership that includes resolving problems, mentoring, managing performance and supporting staff and team development.
- Create an environment, in which staff are empowered and equipped to promote the development of ideas and innovation.
- Coordinate staff recruitment, selection and induction processes as required. Ensure that staff performance and development plans are undertaken in line with Council practice.
- Initiate and manage job and work redesign opportunities to ensure job satisfaction and high levels of service effectiveness, efficiency and competitiveness.
- Facilitate a dynamic work environment which encourages a team approach to tasks and responsibilities.
- Supervise contractors and contract staff as required.
- Project manage any library building projects on behalf of Yarra Libraries.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

The position manages resources and develops and interprets policy. In relation to resource management, the freedom to act is governed by policies, objectives and budgets with a regular reporting mechanism to ensure achievement of goals and objectives.

The incumbent has the freedom to act on day-to-day matters relating to the projects under their control; the quality of the incumbent's work can have a significant effect on policies that are developed.

The incumbent is required on an ongoing basis to liaise with the Senior Coordinator Community Engagement and Partnerships regarding decisions that will have a major impact on projects and on the overall functioning of the Branch.

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.

Sustainability

- Role model and assist all employees to 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

- Role model behaviour which exhibits the following values which underpin our efforts to build a service based culture based on positive relationships with colleagues and the community. Include conversations about living the values in performance development reviews.
 - Accountability
 - Respect
 - Courage

JUDGEMENT AND DECISION MAKING

The position involves both problem solving and policy development. The employee is expected to contribute to the development and adaptation of procedures and processes. The work will typically require the identification and analysis of an unspecified range of options before a choice can be made. Employees at this level will identify and develop policy options in their own functional area for consideration by the Senior Coordinator Community Engagement and Partnerships.

Guidance and advice is not always available within the organisation, and the incumbent is encouraged to participate in wider industry and other professional networks to ensure that best practice and relevant service innovations are delivered in Yarra libraries.

SPECIALIST KNOWLEDGE AND SKILLS

The position requires proficiency in the application of theoretical approaches in the search for solutions to new problems and opportunities. An understanding is required of the long term goals of the wider organisation and of its values and aspirations and of the political context in which it operates. The incumbent will be accountable for the team budget and is therefore required to have a knowledge of, and familiarity with the principles and practices of budgeting within the Libraries team.

Well-developed skills and ability to analyse, interpret and utilise marketing data from a number of resources, including but not limited to, demographics, trend analysis, customer feedback, to develop, design and continuously improve marketing initiatives, programs and services.

MANAGEMENT SKILLS

The position involves the supervision of employees and management skills are required to achieve objectives and goals, taking account of organisational and external constraints and opportunities.

Ensure consistent and accurate interpretation and application of Council's Human Resource Management policies and practices and promote the maintenance of safe work environments and practices in line with Occupational Health and Safety regulations and Equal Employment Opportunity policies.

INTERPERSONAL SKILLS

The incumbent will require the ability to gain cooperation and assistance from clients, members of the public and other staff in the administration of broadly defined activities. The incumbent will facilitate a dynamic work environment which encourages a team approach to tasks and responsibilities; and will also require the ability to motivate and develop staff.

QUALIFICATIONS AND EXPERIENCE

A Graduate Diploma or Degree in Library and Information Management or related field, with relevant experience, or substantial equivalent experience in supporting community focused services in public libraries, education or information.

Previous experience working at a senior level in public libraries and/ or experience in a similar work environment.

KEY SELECTION CRITERIA

1. Experience in project management researching, preparing and writing of reports, policy, submissions and other strategic documentation.
2. Demonstrated experience in managing a team with the ability to demonstrate emotional intelligence and sound judgement with a proven track record in delivering positive outcomes.

3. Strategic thinking capabilities with demonstrated experience and success in business management, strategic planning, contract management, financial management and negotiating positive workforce, business and community outcomes.
4. Demonstrated knowledge and experience in contemporary library and information management issues, practices, policies, processes, procedures and systems, and how they relate to public libraries.
5. Knowledge and/or experience in:
 - Preparation and writing of reports, submissions and other strategic documentation.
 - Advanced skills in creative software (e.g. Adobe InDesign, Photoshop, Illustrator, Premiere Pro), pre-press and web design.
 - Developing and delivering marketing/communications campaigns.