

# Position Description



## Team Leader Library Marketing and Digital Branch

### 1. Position Objective

To assist the Community Learning and Service Centres Leadership Team in the provision of an innovative and customer focused service across Council's Libraries and Service Centres.

The position will work closely with the Coordinator Service Development:

- Lead the ongoing development and enhancement of the Hobsons Bay Libraries' website and all departmental digital communications channels.
- Lead and motivate staff in the production and distribution of targeted and high-quality communications and marketing products to enhance engagement with Hobsons Bay City Council's services.
- Contribute to the planning and continuing development of Community Learning and Services Centre services to meet the informational, educational and recreational needs of Hobsons Bay residents.

The position will evolve and change over time so the incumbent will need to be adaptable to the needs of our community and our organisation within the broad scope of the position.

This provides an exciting opportunity requiring innovation, flexibility and adaptability.

### 2. Classification and Relationship

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|------------------------|--|
| <b>Position Title:</b> | Team Leader Library Marketing and Digital Branch |
| <b>Classification:</b> | Band 6 Full Time                                 |
| <b>Department:</b>     | Community Learning and Service Centres           |
| <b>Reports to:</b>     | Coordinator Service Development                  |
| <b>Supervises:</b>     | Digital Communications and Design Officer        |

### 3. Key duties and responsibilities

**Marketing and Communications**

- Lead the development and implementation of marketing/communication plans, strategies and activities that promote awareness and usage of Hobsons Bay City Council services across web, multimedia, and physical formats.
- Ensure marketing collateral is accurate, engaging, and adheres to Council media and communication guides and protocols.
- Support the delivery of communication tools as part of community and stakeholder engagement strategies.

### Digital Branch

- Support and coordinate the ongoing development and enhancement of Hobsons Bay Libraries' website and wider departmental digital communications channels, ensuring content is accurate and current, in accordance with Council guidelines.
- Evaluate and manage digital communications, including identify and execute strategies to improve performance.
- Take an active role in service development., planning, implementation and reporting of Community Learning and Service Centre services

## Expertise

### Qualifications

- Tertiary qualifications in Library and Information Management, Community Services , Communications, or a relevant field.
- Experience at a senior level within a library, customer contact centre or third-sector environment desirable.
- High-level professional writing skills for the web highly desirable.

### Specialist skills and knowledge

- Very strong attention to detail and versatile written and visual communication skills.
- Demonstrated proficiency in the effective use of content management systems for websites and social media platforms.
- Sound communication, planning, negotiation, conceptual and analytical skills.
- Ability to manage projects to meet objectives and deadlines.
- A sound understanding Council services.
- A basic understanding of multi-media software applications, and a willingness to improve capabilities in this area.

## Physical Requirements

- Daily work will be performed in an indoor environment, as such:
- Physical demands are moderate to strenuous, consisting of the ability to sit, stand, stoop, reach, bend, climb, lift and pull using safe manual handling practices.
- You must be able to sit for prolonged periods working on a computer in the office, home-based working and/or at remote sites.
- You will be exposed to conditions normally encountered in both an office environment and public space.
- Successful applicants must undertake a physical assessment to ensure they meet the inherent physical requirements of the role.

### Hobsons Bay City Council


(03) 9932 1000

customerservice@hobsonsbay.vic.gov.au

NRS: 133 677 (for the deaf, hearing or speech impaired)



 [www.hobsonsbay.vic.gov.au](http://www.hobsonsbay.vic.gov.au)

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115 Civic Parade, Altona  
PO Box 21, Altona 3018

**HOBSONS  
BAY CITY  
COUNCIL**



## Health, Safety and risk duties and responsibilities

- Nothing is more important than the health and safety of yourself and those around you. You must:
- Perform all tasks in a manner that does not place at risk the health and safety of any person.
- Seek assistance when unsure of how to perform a task.
- Ensure you observe, understand and comply with all Occupational Health and Safety legislation, regulations, codes of practice, policies, procedures and directives.
- Regularly inspect your work environment for hazards.
- Immediately report all workplace incidents, accidents, near-misses and hazards to a supervisor.
- Support the return to work plan for any injured worker when returning to work.

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