

<b>Position Title</b>	Technical Specialist Library eMarketing
<b>Department</b>	Community Services
<b>Unit</b>	Community and Culture Services
<b>Team</b>	Technology and Future - Library eServices
<b>Supervises</b>	nil
<b>Reports To</b>	Team Leader Library eServices
<b>Grade Range</b>	
<b>Date Prepared</b>	12/09/2019
<b>Date Last Updated</b>	

## Our Vision & Values: A leading organisation that collaborates & innovates



We are committed to **safety**



We work as one **team**



We act with **integrity**



We care about our **customers**



We **continuously improve**

## Primary purpose of position

Develop and coordinate eMarketing, facilitate effective online promotions of library collections, programs and services to drive visitation, participation and membership at all 9 Canterbury-Bankstown Library branches.

## Accountabilities






- Plan, organise, implement and evaluate eMarketing strategies for the Canterbury-Bankstown Library Service, including but not limited to social media presence, website, enewsletters, emails, online education and online forums/chat groups
- Develop and regularly update the Library website in cooperation with relevant stakeholders to ensure effective online discovery and access
- Regularly manage the provision of information content for social media applications
- Monitor and up-date the Library's web presence to ensure content remains relevant, accurate and user-focused
- Positively and proactively collaborate with the Team Leader eServices, Coordinator Programs and Partnerships, Coordinator Branch Libraries and Council's Corporate Communications to promote library products, programs and services
- Ensure targets and deadlines are met, within time and budget
- Provide accurate monthly and annual statistics and reports relevant to use of the Library's web presence
- Lead regular evaluations of the effectiveness of the Library's web presence
- Maintain an awareness of current of future trends in public libraries, exploring new digital programs and web presence services
- Initiate improvements to eMarketing business systems and processes to maximise service delivery
- Provide input into the Library's Marketing Plan
- Undertake circulation desk duties on a rostered basis
- Actively participate in team meetings and provide input into the team business plan



## Position capabilities and level

Below is the full list of capabilities and the level required for this position. The capabilities in bold are the focus capabilities for this position. Refer to the next section for further information about the focus capabilities.

### Capability Profile – Senior Technical/ Professional Specialist

Capability Group	Capability Name	Level
 <b>Personal Character</b>	Lead Self	Advanced
	<b>Display Resilience</b>	Adept
	Act with Integrity	Advanced
	Safety and Accountability	Advanced
 <b>Relationships</b>	Communicate and Engage	Adept
	<b>Customer and Community Focus</b>	Adept
	Work Collaboratively	Advanced
	Influence and Negotiate	Adept
 <b>Results</b>	Plan and Prioritise	Advanced
	Think and Solve Problems	Adept
	<b>Innovate and Improve</b>	Advanced
	Deliver Results	Advanced
 <b>Resources</b>	Finance	Adept
	Assets and Tools	Adept
	<b>Technology and Information</b>	Adept
	Procurement and Contracts	Adept
 <b>People Leadership</b>	Manage and Develop People	N/A
	Inspire Direction and Purpose	N/A
	Optimise Workforce Contribution	N/A
	Lead and Manage Change	N/A

## Focus Capabilities

The focus capabilities for the position are those judged to be most important at the time of recruiting to the position. That is, the ones that must be met at least satisfactory level for a candidate to be suitable for appointment.

### CBCity Capability Framework - Focus Capabilities

Group & Capability	Level	Behavioural Indicators
<b>Personal Character</b>		
Display Resilience	Adept	<ul style="list-style-type: none"> <li>• Is flexible, showing initiative and responding quickly to change</li> <li>• Accepts changed priorities and decisions and works to make the most of them</li> <li>• Gives direct and honest feedback/ advice</li> <li>• Listens when challenged and seeks to understand criticisms before responding</li> <li>• Raises and works through challenging issues and seeks alternatives</li> <li>• Stays calm and acts constructively under pressure and in difficult situations</li> </ul>
<b>Relationships</b>		
Customer and Community Focus	Adept	<ul style="list-style-type: none"> <li>• Demonstrates a sound understanding of the interests and needs of customers and the community</li> <li>• Takes responsibility for delivering quality customer- focused services</li> <li>• Listens to customer and community needs and ensures responsiveness</li> <li>• Builds relationships with customers and identifies improvements to services</li> <li>• Finds opportunities to work with internal and external stakeholders to implement improvements to customer services</li> </ul>
<b>Results</b>		
Innovate and Improve	Advanced	<ul style="list-style-type: none"> <li>• Encourages independent thinking and new ideas from others</li> <li>• Draws on developments and trends in the industry and beyond to develop solutions</li> <li>• Supports experimentation and rapid prototyping to test and refine innovative solutions</li> <li>• Develops/champions innovative solutions with long standing, organisation-wide impact</li> </ul>

		<ul style="list-style-type: none"> <li>• Explores creative alternatives to improve management systems, processes and practices</li> <li>• Contributes own knowledge and experience to staff training and development sessions</li> </ul>
<b>Resources</b>		
Technology and Information	Adept	<ul style="list-style-type: none"> <li>• Selects appropriate technologies for projects and tasks</li> <li>• Identifies ways to leverage the value of technology to achieve outcomes</li> <li>• Ensures team understands their obligations to use technology appropriately</li> <li>• Ensures team understands obligations to comply with records, information and knowledge management requirements</li> </ul>

\* Focus Capabilities are those judged to be the most important at the time of recruiting to the position. The mix of “focus” capabilities can change over time, reflecting changing work priorities and current team strengths.

### Delegations

Decisions associated with this position are to be made in accordance with the Delegations of Authority (Policy186) approved by the General Manager.

### Code of Conduct

All staff are required to adhere to the Code of Conduct (CP25).

### Work Health & Safety

All staff are required to adhere to Council’s WHS&E Responsibilities and Authorities document (REF229) and associated policies and procedures.

### Records Management

All staff are required to comply with Council’s Records and Information Management policies, procedures and guidelines.

### Qualifications and Experience

#### Essential Qualifications

- Tertiary qualifications relevant to the position or extensive hands-on experience in an eMarketing digital environment.

## Essential Experience

- Experience in successfully developing, implementing and evaluating online marketing strategies and campaigns that focus on improving the accessibility and relevance of information and services to the community.
- Demonstrated experience within marketing application and social media marketing software.
- Experience with online analytics tools to determine effectiveness of marketing and where best to focus effort.
- Excellent project management skills with a proven ability to manage concurrent tasks and work to deadlines.
- Exceptional oral and written communication and interpersonal skills, including high level English skills.
- Excellent computer skills in using Microsoft applications such as Outlook, Word, Excel and PowerPoint.
- Demonstrated commitment to quality customer service through continuous improvement strategies
- Demonstrated ability to work independently and collaboratively with team members and library staff.

## Desirable Qualifications and or Experience

- Marketing experience of public/not-for-profit programs and services
- Public library experience.
- Current Class C Drivers licence.

HUMAN RESOURCES USE (SELECT YES OR NO)	YES	NO
Does this position fall under the definition of child related employment?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Does this position require incumbent to undergo criminal reference check?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Does this position require incumbent to demonstrate good driving Licence class required: C Class Drivers Licence	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Will incumbent need to make disclosure of pecuniary interest?	<input type="checkbox"/>	<input type="checkbox"/>
Could there be a conflict of interest with secondary employment?	<input type="checkbox"/>	<input type="checkbox"/>