



## Position Description

<b>Position:</b>	<b>Communications Coordinator</b>		
<b>Directorate:</b>	Community Culture & Leisure	<b>Unit:</b>	Libraries Unit
<b>Pay Grade:</b>	H (E-4)	<b>Hours of work:</b>	35
<b>Location:</b>	Chatswood Library and branches	<b>Special Requirements:</b>	Evening and weekend shifts as required
<b>Reports to:</b>	Libraries Manager	<b>Date Created:</b>	June 2024

### Background

Willoughby City Library is a place of learning, creativity and community connection.

Library staff across five teams contribute a connected, inclusive and liveable Willoughby city. Working within a culture of continuous improvement and focusing on high quality customer experience we deliver varied, informative programs and activities, ensure that popular, diverse library collections are available and create welcoming spaces for our community.

The Communications team supports the delivery of excellent library services through:

- Communication and promotions, informing and engaging our community, telling the story of the library to all stakeholders, across a range of channels and media.
- Undertaking surveys and other customer research to support continuous improvement.

### Purpose of Position

- Coordinate effective communication and engagement with library members, visitors and other stakeholders to support the delivery of the Library Strategy and business plans

### Duties & Responsibilities:

- Manage the Communications team, including performance and development
- Manage the Communications team cost centre
- Develop and implement communication plans across all library services, including collections, local studies, programs and service improvements
- Maintain, improve and update the library website
- Manage all other library communication channels, including newsletter, digital screens, email, the library app and social media
- Oversee visual marketing for library facilities and outreach activities
- Oversee quality data collection and reporting including library surveys
- Coordinate regular collaboration across Council, principally the Engagement & Communication and Arts & Culture business units

- Contribute to ongoing development and implementation of library strategic and business plans and to the implementation of Council strategies across the library
- Ensure attendance of library service points, when rostered, including as supervisor
- Provision of first aid when required
- Ad hoc duties as directed by management where required

## Key Challenges

- Collaborating across the library service to deliver service improvements

## Knowledge, Experience and Skills

- Tertiary qualifications in library/information science which allow professional membership of A.L.I.A (Australian Library & Information Association), or equivalent relevant qualifications or experience
- First Aid qualification (or willingness to undertake)
- Ability to manage a team to deliver defined outcomes or projects
- An understanding of website content management systems
- Confidence in using digital platforms
- Knowledge of marketing and promotional strategies to reach targeted groups
- Ability to develop and deliver a communications plan for complex issues, to a variety of audiences
- Excellent communication skills – written, visual and verbal– for a variety of audiences and media
- Demonstrated ability to manage concurrent projects with competing deadlines
- Competence using corporate systems
- Awareness of and commitment to the principles of Work Health and Safety (WHS) and a commitment to attend relevant training.
- Awareness of and commitment to the principles of Equal Employment Opportunity (EEO)

## Desirable Criteria

- Experience working in Local Government

## Contacts Arising from the Position:

### Internal

- Library staff
- Council staff

### External

- Library users
- Local businesses and community groups
- State Library of NSW
- Other library services

**The way we work**

At Willoughby City Council, all employees are expected to commit to our Corporate Direction and Values (copy attached).



- OUR PURPOSE**
- Serve our community well
  - Enhance our environment
  - Facilitate the economy
  - Wisely advise decision makers

**OUR QUEST** To be a human centred, high performing team

**OUR ASPIRATIONS**

LEAD	LEARN	CARE	SHARE	DELIVER
Take personal responsibility	Create and take opportunities to learn and grow	Care for our communities and the environment	Team up and share our common purpose and path	Deliver the outcomes sought by the community and for the environment
Anticipate impacts and partner to solve	Seek advice and ideas to make wise decisions for now, and the future	Welcome and include; ensure safety for all	Share and celebrate knowledge, experience, ideas, and success	Make a difference; add value
Help and support others to grow; model behaviours	Experiment and innovate to solve issues; try new things; learn from failures	Respect and recognise others and their achievements; listen	Communicate in a respectful way and provide honest feedback	Provide appropriate, quality works and service
Demonstrate ethical behaviour and leadership	Step up to challenges; own and solve your problem	Exercise thoughtful and wise compassion	Be clear in direction and expectations, including behaviours	Provide the right resources and culture to deliver

**Organisational Responsibilities:**

All employees have general organisational responsibilities. These include:

- Understanding and complying with the spirit and content of Council’s Code of Conduct
- All our people are accountable for working in accordance with relevant Council policies and procedures (as varied) including, but not limited to Fraud and Corruption, Records Management and WH&S including as varied, changed or revoked by Council
- Complying with WHS responsibilities as set out in WHS Policy by being fully vaccinated against Covid-19, except where a medical contraindication certificate is provided.
- Comply with Council’s ethical conduct, risk management and policy frameworks and fraud control plan.

**Employee Declaration**

I have read and understand the expectations and accountabilities set out in the Position Description.

**Employee Name:**

**Signature:**

**Date:**