

POSITION DESCRIPTION

POSITION IDENTIFICATION

Title:	Library Engagement and Communication Specialist				
Position Number:	31487	Classification Level:	LGIA 7	Agreement/Award:	<i>Modern Award – 01 Jan '11</i>
Division:	Community Wellbeing				
Business Unit:	Community & Library Services				
Date effective:	30.01.23				

POSITION SUMMARY STATEMENT

Role Context (Why):

This role will work within the Libraries Leadership Team, and closely with the Communications and Engagement team to ensure the successful marketing, communications and promotions of the City of Swan Libraries extraordinary services and programs.

Further, this role will work with Manager of Community and Libraries, and Executive Manager of Community Wellbeing to demonstrate the value and role of libraries, support state wide public library initiatives and work to seek more funding for public libraries from state and federal government.

Key responsibilities (What):

This role will be responsible to develop and maintain a Library Marketing Plan and deliver on the outcomes of the plan, through coordinating communication with City of Swan Communities through various social media platforms, physical promotional materials and community outreach especially relating to social media engagement, and optimizing online exposure and community connection.

BUSINESS UNIT ORGANISATION CHART

Reports to:	Learning Communities Manager – Library Programs
--------------------	---



HEADCOUNT AND BUDGET

a) Number of Budgeted FTE Positions directly supervised	0
b) Number of Budgeted FTE Positions indirectly supervised	2
c) Total Number Budgeted FTE positions directly and indirectly supervised	2
Note: $a + b = c$	
Operational Budget including Salaries and Wages	\$0

FTE = Full Time Equivalent

ORGANISATIONAL VALUES

Live and work the **ORGANISATIONAL VALUES** of the City and ensure that the Business Unit exemplifies the Values.

All employees are expected to work within City of Swan Values and display the following behaviours:

Respect: We will work co-operatively with our City colleagues, community and stakeholders. We will respect the individual, with an understanding of our diverse roles, whilst working and living in One City.

Excellence: We commit to providing excellent customer services with a “can do” approach. It is our “can do” attitude that is built into our actions and behaviours, and allows us to be responsive to our changing environment.

Accountability - We will take responsibility for our actions and behaviour. We will be ethical and act with integrity. Our professional behaviour will be reflected in our open and transparent decision making. We will provide good governance that addresses legislative and organisational compliance.

Leadership: We will lead by example, with professional pride in our City. We will set direction, provide guidance and help people to be the best they can be.

WHS RESPONSIBILITY AND ACCOUNTABILITY

Leadership is acknowledged as a key component of a positive safety culture. Although the role of managers and leaders is to drive safety, everyone in the organisation has a responsibility for safety.

Specific Responsibilities are assigned to each role within the organisation in the City's Work Health and Safety Management System (WHSMS) under the heading 'Responsibility and Accountability'.

Roles in the WHSMS are listed as follows:

CEO, Executive Managers, Business Unit Managers, Coordinators and Supervisors, HR Manager WHS Coordinator and WHS Business Partners, Elected Health and Safety Representatives, Health and Safety Committee and Workers (including contractors and volunteers).

More than one of these may be applicable to you at any time. For example, the Responsibilities of workers apply to all in addition to any higher level position. A worker may also be an Elected Health and Safety Representative Etc.

Please refer to the Responsibilities (sect.6.1.2.2) and Objectives & Targets (sect. 6.2.2) appropriate to your role by accessing the WHSMS [here](#) or request a copy from your Line Manager and/or Work Health and Safety Representative.

KEY ACCOUNTABILITIES AND OUTCOMES

These are critical success factors for the role.

KEY ACCOUNTABILITIES AND OUTCOMES (INCLUDING DELEGATED AUTHORITY)

- Develop and maintain a Library Marketing Plan and deliver on the outcomes of the plan
- Work in consultation with Library Managers, Library Coordinators and Specialists to ensure a cohesive and collaborative approach to day to day Communication and promotion across the Content & Collections, Frontline Service Delivery and Programs portfolios.
- Championing the strategic outcomes of libraries to deliver initiatives that will demonstrate the value of our libraries and share our stories with our communities.
- Generate genuine community and customer connections with libraries and their programs, collections and services.
- Work with the Communications and Engagement Team to provide specialist library knowledge to contribute to the Libraries and City of Swan Social Media Strategy.
- Coordinate the Libraries' public-facing online presence, including online customer engagement, also includes the posting of immediate and urgent content (i.e. Library closure/emergency information)
- Provide professional and technical support to a team of library staff to produce, curate and streamline online content, including online programs, E-newsletter write-ups, media advisory and content and collections materials.
- Creation of Social Media content, and approval of content provided by Social Media Team members, creating consistent messages about the role and value of the library, supporting strategic outcomes, tailored to specific audiences, and ensuring all content meets City of Swan Marketing and Public Relations guidelines
- Provide specialist knowledge of the priorities and outcomes for Libraries in the online environment and share that knowledge and expertise with the Communications and Engagement Team.
- Ensure the continued and evolving ability of libraries to meet diverse customer needs by facilitating the smooth transition of services, resources and avenues of community connectedness into the online sphere.
- Work with Manager – Community & Library Services on specific projects as required

KNOWLEDGE & SKILLS

Specialist Knowledge & Skills

- Ability to design and implement communications and outreach campaigns to ensure a strong library presence within our communities and with key stakeholders
- Ability to develop and implement comprehensive strategies, project briefs and programs for community engagement and service wide marketing and promotion
- Considerable knowledge and understanding of the future trends for our changing society, with a vision for how we can strengthen communities for an uncertain future
- Ability to collect, collate, and interpret data from existing data sources and provide report back to Manager to develop new, and improved methods and practices
- Effective communicative and interpersonal skills to support the achievement of KPIs and work plan outcomes
- Considerable knowledge of social, cultural and economic issues affecting the community.
- Considerable specialist knowledge of a wide range of social media platforms, including skills in maximising engagement and reach for City of Swan Library audiences.
- Marketing skills to share the story of the changing role of libraries and their value to communities.
- Contribution to ongoing professional development provided to relevant staff.
- Excellent report writing skills
- Considerable experience and knowledge in the creation of social media content, including, but not limited to Facebook, Instagram and TikTok.

Judgement & Problem Solving Skills

- Ability to develop and maintain a Library Marketing Plan and deliver on the outcomes of the plan inclusive of the Libraries social media strategy.
- Ability to develop strategies and recommendations that ensure a cohesive and collaborative approach to communication, and promotions of library collections, services and programs.
- Ability to work within a culturally and socially diverse environment with complex issues to identify innovative solutions to deliver on outcomes for the community.
- Critical analysis to rework, reposition, repurpose, to align with the changing expectations and needs of the community. Ensuring that City of Swan Libraries are able to maintain relevance with respect to emerging international trends.
- Ability to demonstrate how public library services, including access to the internet, improve the lives of people in the community
- Considerable knowledge of the City of Swan Risk Management Framework, with the ability to creatively manage risks and make decisions to deliver outcomes that enhance the community.

- Skill and imagination to create new things with existing resources, to do things differently to achieve improved results and bring others along on the journey.

Interpersonal & Teamwork Skills

- Exceptional verbal and communication skills with the ability to liaise, negotiate and consult with a wide range of individuals and groups with differing requirements and backgrounds
- Demonstrated ability to work effectively at a senior level in a nuanced environment
- Proven ability to nurture collaborative relationships with key internal stakeholders to support organisational goals and outcomes and mitigate risks and issues
- Passion for working with and for diverse communities through a high degree of comfort in engaging with people of all ages
- Persuasive skills and ability to manage complex relationships, to work effectively as a member of the Libraries Leadership team, to influence decisions and ensure that team objectives drive performance.
- Ability to respond and engage appropriately to generate genuine community and customer connection including online customer engagement through high level communication skills.
- Build effective networks and partnerships and develop positive relationships through engaging with individuals and organisations across the community to promote creativity and diversity.
- Ability to manage complex relationships, including complex reporting relationships within the Library Portfolio structure.

Leadership & Management Skills

- Demonstrated leadership ability to drive library wide collaboration across all portfolio areas and all systems and processes to support quality outputs and deliver tangible results for the organisation and the community
- Demonstrated ability to lead and coordinate a team of Library staff to produce, curate and streamline online content.
- Ability to operate in a constantly changing environment.
- Ability to prioritise work in a flexible responsive manner, ensuring deadlines are met.
- Management of Social Media, Communications and Promotional Projects within Libraries
- Ability to work with uncertainty, identify opportunities and mitigating challenges
- A proven ability to be highly organised and self-managing, including a demonstrated capacity to establish work priorities, meet timelines and achieve project management priorities, while working independently or in a team environment
- Considerable knowledge and understanding of the organisation, and of libraries to manage a team delivering high quality social media and promotional content.

- Ability to delegate and oversee tasks as required, to Library Programs team staff, including Technicians and Information Officers
- Strategic vision. Ability to develop strategy and drive into delivery
- Ability to develop a vision to motivate teams and proactively manage performance

QUALIFICATIONS AND EXPERIENCE

These are the minimum requirements (essential and desirable) to perform the job effectively.

Qualifications	Essential	Desirable	Comments
A Tertiary or equivalent qualification in a relevant discipline	✓		
Possession of a current Western Australian 'C' Class (car) motor vehicle drivers licence or equivalent	✓		
ACIC accredited National Police Clearance	✓		

Outline the years of experience typically indicative of the requisite level of competency/applied expertise. Note: This is often desirable, not essential.

Years of experience	Essential	Desirable	Comments
No of Years: 3-5	✓		

Experience and knowledge	Essential	Desirable	Comments
Significant experience in the fields of Marketing, Promotions, Communications and Social Media engagement,	✓		
Significant experience in the fields of Libraries, Community Engagement, Arts and Culture, Multimedia, or Digital Technology	✓		

VERIFICATION

The content of this Position Description is an accurate statement of the duties, responsibilities and other requirements of the job. Position Descriptions will generally be reviewed and updated where necessary and / or within a period of 12 months. Incumbent employees must be consulted on any proposed changes to the content of Position Descriptions.

Employee

(N/A if position is vacant)

	_____	_____
	Name	Date
Signature	_____	

Business Unit Manager

	_____	_____
	Name	Date
Completed/Revised by	_____	
Signature	_____	

Executive Manager

	_____	_____
	Name	Date
Verified/Authorised by	_____	
Signature	_____	