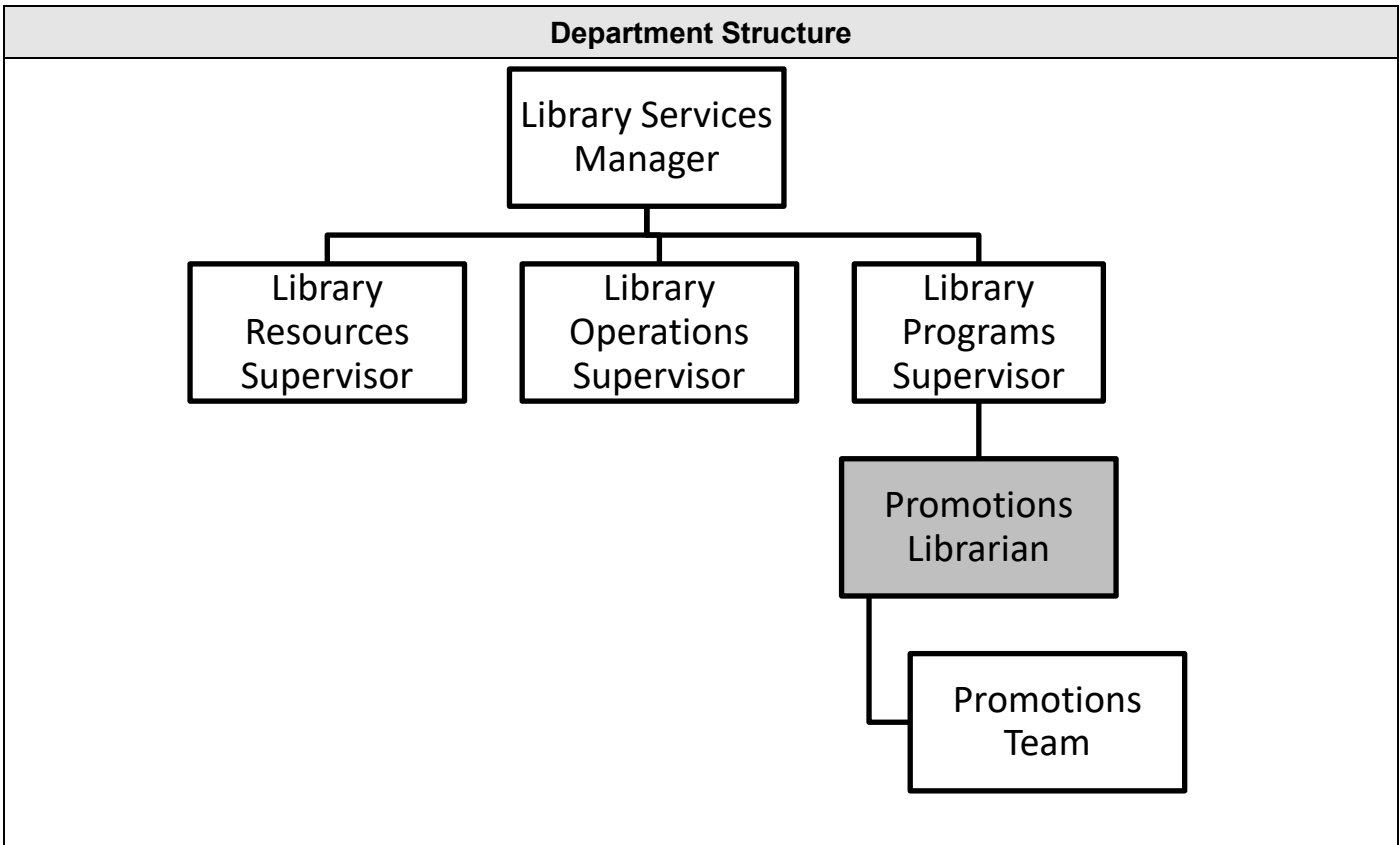


# Position Description

<b>Position Title:</b>	Promotions Librarian
<b>Band Level Grade:</b>	H
<b>Department:</b>	Library Services
<b>Date:</b>	March 2021

**Position Purpose**

To contribute to an effective and efficient library service for the community of Penrith City Council through providing customer service duties at Penrith Central Library and other branch libraries as rostered. To grow the Library’s presence across its social media channels and to promote public awareness and interest in library programs, resources and services. To assist library customers to use digital services and equipment. To participate in events and programs promoting library services. To demonstrate and promote Council Values – Show Respect, Be Accountable, Encourage Innovation. This position reports to the Library Programs Supervisor.



## Key Result Areas

### 1. Social media and print promotions

#### Major Actions

- Create, manage and market the Library's presence across its social media channels including the library catalogue, local history blog, Facebook, Instagram, the library app and Council webpage
- Work with the team to develop, edit, and maintain engaging promotional and social media content showcasing library services and resources
- Use the library's content management system (CMS) software, and library app. to maintain accurate and relevant information for the community
- Ensure all content is on brand (working across all channels) and that Library branding is easily recognizable using the Council corporate style guide, including branding, logo, and colours.
- Develop strategies to increase and improve the effectiveness of the promotional items and social media platforms
- Stay abreast of trends in online communications and social media
- Monitor and evaluate the impacts of the library's social media outputs
- Supervise a team producing information items both online and in print
- Evaluate and report performance of supervised staff as per Council requirements
- Identify and act on training needs of supervised staff

### 2. Library Service Team

#### Major Actions

- To provide circulation, information and technology advice and assistance within the Council's Libraries
- To increase community awareness and understanding of library services, resources and facilities
- Undertake regular contact with the public using tact and diplomacy
- Undertake regular manual handling tasks which involve
  1. forward bending or twisting at the waist;
  2. raising, lowering, pushing, pulling, or moving objects away from or towards the body;
  3. the use of tools, equipment for the moving of materials
- To sort, shelve, tidy and check collections to keep them orderly, neat and accessible
- To accurately process and receipt payments for library fees and charges
- To assist the team to maintain a tidy and safe environment within the Council's Libraries
- Utilise the range of library systems and equipment available within the Council's Libraries
- Participate in outreach teams for the development of Library Services

### 3. Community Programs and Events

#### Major Actions

- Contribute to and participate in community outreach activities and events designed to encourage community engagement with the library service, both at the library branches and at alternative service points.

## Key Result Areas

### 4. Digital Literacy

#### Major Actions

- Support library users to effectively use digital devices to access library services
- Support library users to effectively use the library's online resources, services and equipment
- Effectively use Council's online systems, corporate applications and networks

### 1. Customer Service

#### Major Tasks

- Provide effective service to Council customers, internal and the community
- Accurately identify the needs of customers and take appropriate action to satisfy customer needs
- Present a positive image of Council

### 2. Corporate Governance and Effective Work Practices

#### Major Tasks

- Carry out work inline with relevant legislative and statutory requirements and /or industry codes, practices and standards
- Adhere to Council's Code of Conduct, Values and relevant policies and procedures
- Take responsibility for and manage own work and contribute to a productive work environment
- Accept and contribute to workplace change
- Undertake workplace tasks as directed
- Work cooperatively with others and use positive communication techniques
- Resolve workplace conflict in line with council policy
- Undertake recordkeeping activities in accordance with Council's Records Management business rules, procedures, policies and State Records Legislation

### 3. Work Health and Safety (WHS)

#### Major Tasks

- Attend training as required and ensure completion of training by supervised staff
- Perform work in accordance with WHS policies and procedures
- Ensure all procedures have been risk assessed, and risk assessments are reviewed in line with designated timeframes
- Monitor implementation and use of risk control measures
- Participate in consultative processes for the management of WHS, and ensure consultation processes are available to, and used by, supervised staff
- Coordinate and assist, as required, in the injury management process to ensure the earliest possible return to work for injured employees

7.

## Qualifications, Experience and Specialist Skills & Knowledge

### Essential

- Relevant degree qualifications with eligibility for associate membership of the Australian Library and Information Association (ALIA) or equivalent
- High level of customer service skills and experience
- Demonstrated knowledge and experience in using online systems, relevant databases and electronic resources
- Strong project management and administrative skills with a proven ability to manage concurrent tasks and work to deadlines
- Exceptional presentation, written communication and interpersonal skills
- Experience in developing and adding promotional content to a variety of social media and digital platforms
- Ability to work effectively in a busy team environment
- Demonstrated high levels of enthusiasm, creativity, innovation and flexibility in previous work roles
- Driver's Licence (C class)

### Desirable

- Public library experience
- Proficient with Adobe Creative Suite including InDesign
- Experience working with Content Management Systems