

## Position Description

<b>Position Title:</b>	Digital Services and Innovation Specialist
<b>Directorate:</b>	City Wide Services
<b>Service Unit:</b>	Libraries and Learning
<b>Salary Point:</b>	11
<b>Position Reports To:</b>	Coordinator Library Systems and Projects
<b>Staff Management:</b>	Yes
<b>Budget Responsibility:</b>	No
<b>Date PD Reviewed:</b>	March 2020

Organisation Context of Position
<p>The City of Newcastle employs over 900 staff and is responsible for a local government area of 187km<sup>2</sup>. Newcastle has a population of 148,000 and is the business and cultural centre of the Hunter region, home to over 620,000 people. In the heart of the Hunter Region, CN has a variety of locations across the City and encompasses 5 Directorates:</p> <ul style="list-style-type: none"> <li>• Governance</li> <li>• Strategy and Engagement</li> <li>• People and Culture</li> <li>• Infrastructure and Property</li> <li>• City Wide Services</li> </ul> <p>The purpose of the City Wide Services Directorate is to:</p> <ul style="list-style-type: none"> <li>• Ensure CN's range of services and servicing for the community and visitors is consistently maintained at a high level throughout and across CN.</li> <li>• Facilitate a high level of community connection across and on behalf of CN.</li> <li>• Ensure services are set at a level that is clearly articulated to the elected CN and which are financially sustainable.</li> <li>• Set a benchmark for the organisation of exemplary customer service.</li> </ul> <p>The Service Units and Elements that form the City Wide Services Directorate are:</p> <ul style="list-style-type: none"> <li>• Art Gallery (Service Element)</li> <li>• Museum (Service Element)</li> <li>• Civic Services</li> <li>• Libraries &amp; Learning</li> <li>• Customer Service</li> <li>• Waste Services</li> <li>• Parks &amp; Recreation</li> </ul>

Workplace Health & Safety	
WHS RAA Level	Level 6
For specific WHS Responsibilities, Authorities & Accountabilities applicable to this position, the position holder will refer to the WHS Responsibilities, Authorities & Accountabilities matrix in the	

WH&S Management System. The person accepting the position will be required to sign off that they have received and understood their WHS Responsibilities, Authorities & Accountabilities.

## Position Responsibilities

The role of Digital Services and Innovation Specialist is an integral part of the Digital Services and Innovation team. Key responsibilities include driving the implementation of a fully supported online library service - ensuring the user experience through our Library App and digital channels is seamless and resources are digitally accessible; ensuring content is regularly updated and accessible across all digital platforms and providing innovative technology solutions and experiences for the community.

All Library personnel have a shared responsibility to deliver high quality, customer service across ten Library service points at nine different branch locations. All Library positions, therefore, include a prescribed level of customer service shifts across a 6 day (Mon-Sat), day and evening roster.

The position provides exceptional Library customer service at one or more of these locations and will;

- Actively contribute to the delivery of actions and objectives within the Library Strategy, City of Newcastle City Councils Smart City Strategy and the Newcastle 2030 Community Strategic Plan.
- Drive awareness and capacity of online library services and take a lead role in the planning, implementation and management of a 24/7 Virtual Library Service.
- Develop and deliver projects to continually improve user experience within the Library spaces through technology and across the Library App, discovery platforms and E-collections.
- Manage delivery and scheduling of Library news, events and promotions across multiple CMS channels, including digital screens, Library website and catalogue.
- Maintain the Libraries Member App, ensure content is curated and channels integrated with relevant services and major programs and events. Work with Vendors to integrate collections, platforms and services and continually improve the user experience.
- Analyse and report on usage statistics across various platforms and online services
- Lead by example in championing a culture of professional development, service improvement and continual innovation in a collaborative team environment.
- Facilitate and assist in the promotion and delivery of quality programs and opportunities to enhance lifelong learning, access to technologies and digital literacy within the community.
- Self-Promote and upskill Library Staff to facilitate the use of online resources and library technologies particularly online services, self-service technology for loans, payments, PC booking and print management systems.
- Ensure the accurate and safe handling of cash in accordance with all council policies within the allocated timeframes when working in Library branches and programs.
- Supervise and direct the regular service delivery teams comprising of permanent, part-time, casual, volunteers, work experience and externally contracted staff when required.
- Facilitate the use of Library facilities, venue hire and equipment.
- Ensure Council's Work Health & Safety System is implemented within work programs and procedures.

- Any other accountabilities or duties as directed by Supervisor / Manager which are within the employee's skill, competence and training.

***It is an offence under the Commission for Children and Young People Act 1998 for a person convicted of a serious sex offence to apply for this position. Relevant Criminal History, Apprehended Violence Orders and prior employment checks, including relevant disciplinary proceedings, will be conducted on recommended applicants.***

## Position Selection Criteria

### Essential

1. Tertiary qualifications in Web design; Library and Information Sciences; Information Technology or another relevant discipline or extensive relevant field/equivalent experience
2. Extensive experience in the development and delivery of UX and UI improvement projects within digital environments.
3. Extensive experience in Content Management Systems, App content integration and Social Media with the ability to schedule, curate and generate content across a range of digital channels
4. Demonstrated ability in web-based coding and experience with open source technology integration
5. Demonstrated high level verbal and written communication skills, excellent negotiation, and stakeholder engagement skills with the ability to write business documents such as project proposals and business cases
6. Time management skills with the ability to determine priorities and manage projects and competing demands
7. High level analytical skills to undertaking reporting on a range of data and business intelligence
8. Demonstrated supervisory experience within a collaborative team environment
9. Current Working With Children Check

### Desirable

1. Experience in delivering website upgrades or discovery layer projects
2. Demonstrated capacity to research, plan and implement innovative user centred solutions for the digital environment
3. Experience working with a range of technology that could be leveraged to enhance customer experience