

## POSITION DETAILS

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|-------------------------------------|--|--|----------------|
| <b>Position Title:</b>              | Senior Coordinator Library Programs and Marketing  | <b>Position Grade:</b>                   | 12             |
| <b>Department/<br/>Directorate:</b> | Library Services / Customer and Community Services | <b>Position Status / Hours per Week:</b> | Permanent / 35 |

## PRIMARY PURPOSE OF THE POSITION

The position is responsible the lead the development and delivery of services, programs and events that enhance community engagement for life-long learning and cultural participation. As well as implementing effective marketing and promotions of the library service and contribute to achieving the City of Ryde Libraries Strategic, Delivery and Operational Plans.

Within the Library Programs and Marketing Section and across its relevant accountabilities, your primary purpose is to:

- Manage, develop and evaluate a vibrant program of library activities for a diverse community including life-Long learning programs, Community Information, Local Studies, Home Library Service, Multicultural and Children and Youth
- Lead and develop the marketing of the City of Ryde Libraries including development and managing social media assets to grow our online presence and Engagement with community
- Manage, develop and lead a cohesive Library Programs and Engagement Team including staff supervision, training and development, coordinating the team's key responsibilities, managing team workload, and assigned projects
- Implement a community engagement plan and marketing plan for the City of Ryde Libraries
- Drive an increase in library membership and library usage at the branches and online
- Undertake a regular process of review, evaluation and reporting of all programs, exhibitions, events and marketing outcomes
- Develop and maintain partnerships, including the library volunteer program
- Contribute to business planning and overall policy direction within the Library Service
- Manage the budget and resources allocated to the specialist area
- Other duties as required consistent with ability, skills, experience, qualifications of the incumbent.

## SELECTION CRITERIA

### Education / Qualifications

- Tertiary qualifications in Library and Information Science recognised by ALIA (Australian Library Industry Association) or Communications, Marketing or a related discipline appropriate to the position with experience in Library Services, Creative Arts or Cultural Development.
- Current drivers licence
- Current NSW Working with Children Check

**Experience/Specific skills**

- Extensive experience in the development and delivery of community focussed cultural and learning programs and activities for a diverse community
- Extensive experience in the promotion and marketing of library services or similar including development, managing and monitoring social media assets
- Demonstrated experience in the management of staff, including motivating and developing teams, and performance management
- Well-developed skills in establishing and building collaborative partnerships with other Council departments, community organisations, the education sector, local government and cultural organisations
- Experience in strategic planning, policy development, evaluation of services, the delivery of innovative services and the implementation of change.
- ighly developed oral and written communication and interpersonal skills, including effective negotiation, consultation and consensus building
- Demonstrated financial management skills and experience managing an operational budget
- Demonstrated experience in preparing grant applications
- Knowledge of industrial relations, Equal Employment Opportunity and Work Health and Safety legislation and the capacity to develop a customer focussed and ethical culture, and an equitable, healthy and safe workplace

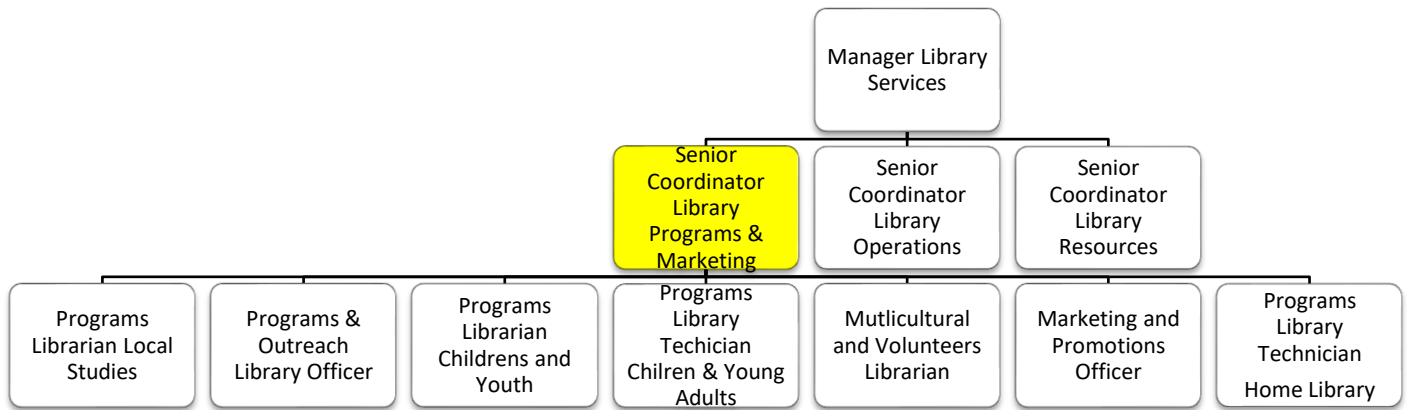
**Personal Attributes**

- The ability to create innovative services and experience in implementing new ideas
- Demonstrated ability to manage a high volume and diverse range of projects, and an understanding of project management methodology
- COVID-19 Vaccinated

**Desirable Qualifications, Experience and/or Skills**

- Marketing or Communications qualifications
- Adobe creative software skills
- Experience in working in public libraries
- Experience with customer service delivery in a multicultural environment
- Experience with emerging information and communication technologies, and an understanding of their role in public libraries
- Bilingual language skills

## ORGANISATIONAL CHART



## SERVICE ACCOUNTABILITIES – Contributes to

The statements below indicate how the duties and responsibilities of this position contribute to the wider activities carried out by the Customer and Community Services Directorate of the organisation.

- Public library service development and management
- Public library operations service
- Public library programs service
- Community information service
- Public library resources service
- Corporate Art Collection
- Community buildings Library development and management

## CORPORATE ACCOUNTABILITIES

The statements below indicate the relevant organisational “Accountabilities” that the position holder is required to observe.

|   |   |
|---|---|
| 1 | To comply with legislative requirements                                     |
| 2 | To provide timely support and expert / technical advice to the organisation |
| 3 | To adhere to Council plans, policies, procedures and Code of Conduct        |
| 4 | To understand, adhere and promote all WH&S policies and procedures          |
| 5 | To understand, adhere and promote Council's EEO policies and procedures.    |

| CORPORATE ACCOUNTABILITIES |  |
|----------------------------|--|
| 6                          | To engage with the community in accordance with Council's policies   |
| 7                          | To understand and respond to the needs of our customers in accordance with the Customer Service Charter                                    |
| 8                          | To deliver your accountabilities and meet your project milestones, performance targets and service levels as required within your job plan |
| 9                          | To develop and manage budgets  |
| 10                         | To achieve best value for money  |
| 11                         | To efficiently manage built assets and resources   |
| 12                         | To actively document all policies, procedures, projects and activities (as required)   |
| 13                         | To actively share information and knowledge on issues, training and better practice to relevant staff                                      |
| 14                         | To identify and initiate improvements of business systems to maximise service delivery   |
| 15                         | To identify and initiate improvements of processes to maximise service delivery  |
| 16                         | To deliver all project deliverables through PMCoR methodology  |
| 17                         | To identify and minimise exposure to risk  |
| 18                         | To actively work toward delivering City of Ryde's Leadership Model   |
| 19                         | To manage people to realise their individual and team potential  |
| 20                         | To be involved in or provide feedback on corporate initiatives   |
| 21                         | To positively and proactively work with others across the organisation to deliver the outcomes   |
| 22                         | To provide advice to support ET and Councillors in decision making   |
| 23                         | To build and strengthen strategic partnerships with key stakeholders   |
| 24                         | To recognise and reward results  |
| 25                         | To model Council's values  |
| 26                         | To create and contribute to a positive work environment within my team, my unit and the workplace  |
| 27                         | To initiate relevant training in accordance with organisational, service and staff requirements  |
| 28                         | To undertake relevant training to improve performance of the individual, organisation and meet mandatory requirements                      |
| 29                         | To keep abreast of and apply industry wide trends, better practice and innovation  |
| 30                         | To use, store and manage digital and hard copy information in accordance with Council's policy and procedures                              |

## WORK HEALTH AND SAFETY RESPONSIBILITIES

You are required to perform your duties in accordance with this Position Description, City of Ryde Code of Conduct, policies procedures and instructions, where appropriate. You are also responsible for the following:

### Work Health and Safety

- Follow safe practices/procedures to perform your duties in a manner, so as not to put yourself or others at risk of harm;
- Participate in development of safe work methods and risk assessments with your Supervisor when required;
- Actively participate in WHS inductions and training when required;
- Wear Personal Protective Equipment (PPE) in the prescribed manner and when specified;
- Participate in workplace inspections if required;
- Take care of any plant or equipment of any kind, including computer and other telecommunication devices;
- Participate in emergency preparedness training, including any required knowledge for business continuity plans;
- Report all hazards, near misses and damage to City of Ryde property to your Supervisor.

### Certificates of Competency / Licences

- Where required for the position, either by legislation or through City of Ryde policies and procedures, maintain all certificates, licences, operative training etc, and advise Supervisors of any change to these, including vehicle licences.

### Injury Management

- Report all injuries/illnesses to your Supervisor immediately;
- If injured at work, actively cooperate and participate to comply with obligations imposed under injury management and return-to-work plans where applicable.

### Risk Management

- Report any potential public liability and professional indemnity exposures in your workplace to your Supervisors.

## OUR VALUES

All employees at City of Ryde are to observe our values which are:

### Safety

We are committed to preventing injury to ourselves, our team and our community.

### Teamwork

We work together with respect and support.

### Ethics

We are honest, responsible and accountable for our actions.

### Professionalism

We deliver effective services to the community with consistent decision-making.

## DELEGATIONS

Please note that this position holds delegations pursuant to section 378 of the Local Government Act. A copy of the current delegations from the General Manager is to be reviewed and signed by the employee on commencement.

## DESIGNATED POSITION

Please note that this position has been identified as a designated position in accordance with section 4.8 of the Model Code of Conduct for Local Councils in NSW. As a result, in accordance with Section 421 of the Model Code, a completed Disclosure of Interest Return form must be submitted within three months of appointment. Annual Disclosure of Interest Returns are also required to be completed by 30 September each year.

|                       |  |
|-----------------------|--|
| Employee's Name       |  |
| Employee's Signature: |  |
| Date:                 |  |