

Marketing & Promotions Officer (Digital) -Library Programs

POSITION DETAILS			
Position Title:	Marketing and Promotions Officer (Digital) – Library Programs	Grade Band:	9
Service Unit/Group:	Library Services/ Customer and Community Services	Position Status / Hours per Week:	21 Hours

PRIMARY PURPOSE OF THE POSITION
<p>To maximise community awareness of City of Ryde Libraries and increase membership and uptake of programs and services through the development and management of Library Services' brand online and in printed publications through design that is creative, informative and engaging.</p> <p>Marketing</p> <ul style="list-style-type: none"> • Deliver promotional and marketing materials for the Library to increase awareness of the full range of services, collections, programs and initiatives for a diverse community, and associated administrative tasks • Liaise with the Communications team and stakeholders to plan and deliver marketing campaigns • Contribute to and support the achievement of the Library Service's goals as identified in City of Ryde's strategic and planning documents <p>Graphic Design</p> <ul style="list-style-type: none"> • To work with Council's Communications team to create and update innovative, high quality graphic design solutions for web and print • To strengthen Council's brand and promote Library services, events and initiatives through designing and delivering a range of high quality publications and web graphics • To monitor corporate branding and make recommendations on all Library Service publications and ensure graphic design standards in all publications are maintained in line with Council's brand • To ensure consistency in branding across library publications across a multitude of formats and digital platforms including webpages, social media and the Library App <p>Web Design and Content Management</p> <ul style="list-style-type: none"> • To assist with the maintenance of Council's Library Service websites • To review content before publishing to ensure it aligns with Council's visual and written style guides • To prepare and upload visual content for Council's websites • To proactively seek new initiatives to improve City of Ryde Libraries' online presence

SELECTION CRITERIA

Education / Qualifications

Appropriate tertiary qualification in Graphic Design, Web Design, Multimedia, Communications or relevant field experience working in a similar role

Experience

- Experience creating and managing content for digital and print publications
- Experience in website maintenance
- Experience in social media marketing
- Strong attention to detail, with experience in preparing, editing and proofing content for publication across a range of media, both online and in print
- Proficient in Adobe Creative Suite including Photoshop, Indesign and Illustrator
- Advanced skills and proficiency in the use of Microsoft Office
- Excellent interpersonal skills and proven ability to collaborate with a diverse range of internal and external stakeholders
- Demonstrated ability to manage time, set priorities, plan and organise own work
- Current Working with Children Check (WWCC)
- Current Driver's Licence
- Covid Vaccinated

Technical skills

- Advanced knowledge and proficiency in the use of Adobe Creative Suite
- A thorough understanding of print production processes
- Highly developed graphic design skills and knowledge of layout, typography and design principles, which must be demonstrated in your portfolio
- Knowledge of website content management systems
- High-level written and verbal communication skills with excellent website writing and editing skills for online audiences, including the ability to apply corporate style and use plain English
- An understanding of current trends in design, and an ability to adapt and learn new technologies

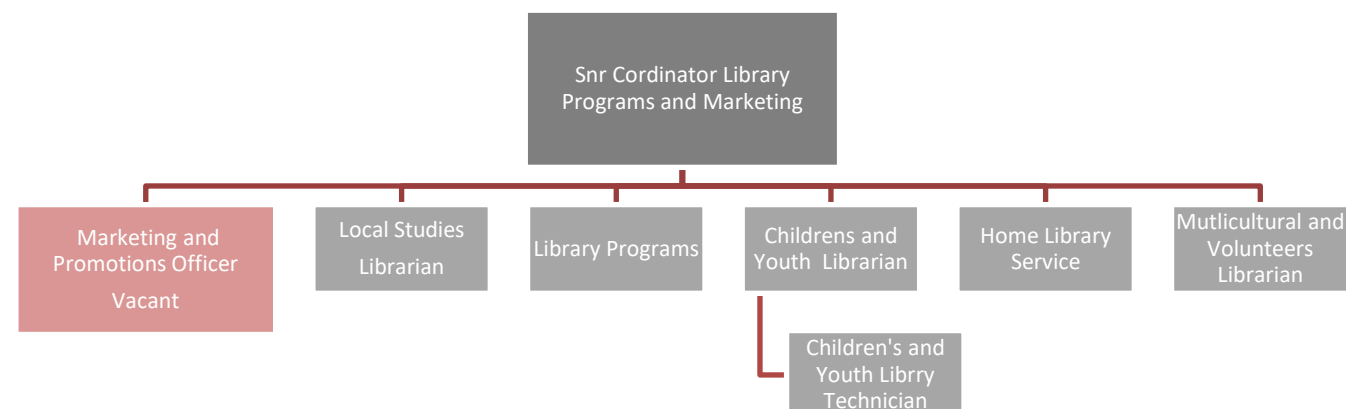
Personal Attributes

- Creative flare and talent in graphic design and communications
- Strong creative and conceptual thinking skills
- Demonstrated problem solving skills
- Ability to develop and foster relationships, both internally and externally
- Demonstrated commitment to customer service
- Work independently or as part of a team

Desirable Qualifications, Experience and/or Skills

- Interest in photography and videography
- Experience in and knowledge of marketing library services or similar cultural institutions
- Knowledge of HTML
- Proficiency in other languages

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 Group of the organisation

- Public library service development and management
- Public library operations service
- Public library resources service
- Public library programs service
- Community information service

CORPORATE ACCOUNTABILITIES

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

1	To comply with legislative requirements
3	To adhere to Council plans, policies, procedures and Code of Conduct
4	To understand, adhere and promote all OH&S policies and procedures
5	To understand, adhere and promote Council's EEO policies and procedures.
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

CORPORATE ACCOUNTABILITIES

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 PM_CoR methodology
17	To identify and minimise exposure to risk
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
25	To model Council's values
26	To create and contribute to a positive work environment within my team, my Unit and the workplace.
28	To undertake relevant training to improve performance of the individual, organisation and meet mandatory requirements

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 Supervisor.

MANUAL HANDLING REQUIRED IN THE POSITION

You are required to undertake the following physical work tasks while following appropriate procedures in relation to safe manual handling techniques:

- Shelving and tidying of library items
- Lifting / carrying items when performing library duties
- Lifting / moving files, storage boxes, etc
- Pushing trolleys to move library items, boxes, etc.
- Straightening up chairs, tables and other furniture in preparation for library opening / closing,
- Moving equipment and furniture (sometimes including shelving) for program / activity set-up, pack-up and storage
- Sitting and working at a staff workstation / table or public service desk

OUR VALUES

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

Safety

We work safely at all times to prevent injuries to ourselves, our team and members of the public

Teamwork

We work together with respect and support

Ethics

We are honest, responsible and accountable for our actions

Professionalism

We deliver effective service to the community with consistent decision-making

Employee's Name	
Employee's Signature:	
Date:	