Position Description

Senior Library Officer (Digital Engagement)

Name of appointed officer: Vacant
Date of appointment:
Date of last review of position description: July 2021

Salary and conditions

All terms and conditions of employment are consistent with the Local Government (State) Award unless otherwise stated.
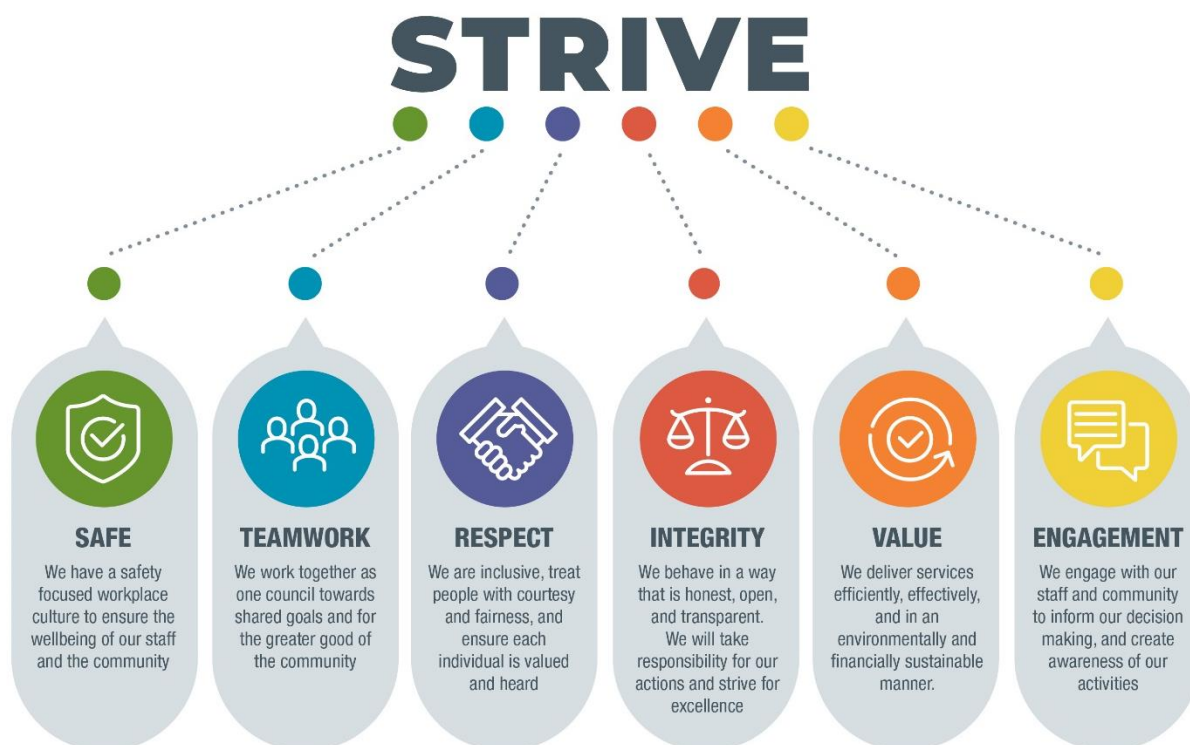
Assessed entry level of position within salary system:	Band 3 Level 1
Position limit within salary system: (20 Grade structure)	Grade 8 Entry to Step 4
Status of position:	Fixed term appointment
Hours of work per fortnight:	70

Organisational relationships

Directorate:	Corporate and Governance
Section:	Cultural, Community and Industry
Team:	Library services
Work base:	Grafton, however this may change should business need identify other work locations to be more appropriate to deliver our services in the future.
Position responsible to:	Regional Librarian
Level of support and supervision:	Low
Level of personal management	High
Level of teamwork required:	High
Supervision of staff:	Indirect supervision of regional services staff; direct supervision of volunteers
Internal contacts:	All staff within Council
External contacts:	General public, other members of the Regional Library, community organisations, library professional networks

Vision, mission and values

Our vision:	To make the Clarence Valley a community full of opportunity
Our mission:	To plan and deliver services valued by the community
Our values:	the acronym **'STRIVE'** describes the values and behaviours which are considered to be core requirements when we deal with each other and our community

STRIVE

SAFE
We have a safety focused workplace culture to ensure the wellbeing of our staff and the community

TEAMWORK
We work together as one council towards shared goals and for the greater good of the community

RESPECT
We are inclusive, treat people with courtesy and fairness, and ensure each individual is valued and heard

INTEGRITY
We behave in a way that is honest, open, and transparent. We will take responsibility for our actions and strive for excellence

VALUE
We deliver services efficiently, effectively, and in an environmentally and financially sustainable manner.

ENGAGEMENT
We engage with our staff and community to inform our decision making, and create awareness of our activities

Physical requirements of the position

Prolonged periods of sitting

Prolonged periods of standing

Frequent use of computer keyboard

Frequent bending

Moderate/heavy loads moved

Repetitive tasks

Purpose of the position

Develop, coordinate and deliver effective Digital Engagement services for the Clarence Regional Library

Purpose of the position

To develop, review and implement the Clarence Regional Library's social media and marketing of services, events and activities

Liaises and partner with stakeholders in the development of library digital services initiatives in line with CRL strategic plan

Develop, implement and coordinate training initiatives for CRL library staff and client groups in digital technologies

Major duties and responsibilities

Develop, prepare and coordinate marketing and promotional initiatives for the Clarence Regional Library collections, services and events

Develop and facilitate access to resources through the creation of physical and digital pathfinders

Oversee, develop and contribute to the administration and content maintenance of the Regional Library website and social media pages

Coordinate the evaluation, selection and implementation of eResources including databases

Formulate policies and procedures and prepare procedure manuals for digital and eResource services

Develop and manage the regional promotional budget to maximise effective and efficient marketing now and into the future

Develop and deliver presentations to both internal and external groups

Plan, develop and deliver digital engagement related projects

Cancel withdrawn Library materials from the Library Catalogue and Libraries Australia as required

Collaborate with internal and external stakeholders to support development, maintenance and efficient delivery of the library's technology programs and services

Provide professional advice and specialist knowledge in the areas of digital content and devices, social media, Reference and readers advice to the Regional Library service

Coordinate and prepare and present reports and statistics to internal and external funding bodies

Represent the Library at external forums, working groups, committees, etc. as required

Develop grant submissions

Liaise with professional and industry partners to identify opportunities for new initiatives with digital engagement and promotion

Keep abreast of the trends in technological innovation and their application in public libraries in order to provide efficient and effective use of technology as an integral feature of the Library's service to target groups

Essential selection criteria

The selection criteria must be addressed as part of your application. Applicants must meet the essential criteria in order to be considered for interview.

Education and knowledge

Degree in Library Science or a Degree and Graduate Diploma in Library Science or equivalent

Licences/tickets, clearances, membership

Eligible for professional membership of Australian Library and Information Association

Current Drivers Licence

Experience

Demonstrated project management experience related to library or community based services

Demonstrated experience in providing digital engagement

Demonstrated experience in planning or delivering training programs and a willingness to embrace and encourage new ideas/learning

Position related skills

Well developed computer literacy in email and internet usage, database searching, Web 2.0 + and social networking tools, and Basic Proficiency in Microsoft Word

Demonstrated well developed communication skills (written, verbal and interpersonal)

Demonstrated well developed problem solving skills

Ability to effectively monitor and evaluate systems and processes to ensure continuous improvement

Work qualities

Behaviour that positively demonstrates commitment to Council's STRIVE values

Desirable selection criteria

The following criteria are considered important and demonstrated capacity to meet them will be highly regarded.

Education and knowledge

Demonstrated awareness of changing trends and innovations in public library practice in relation to social media and digital engagement

Demonstrated awareness of marketing and promotional techniques

Experience

Demonstrated experience in preparing funding submissions

Position related skills

Demonstrated ability to develop and implement change regarding new policies and procedures

Other features of this position may include

Travel to and from CRL libraries outside normal working hours may be required

Required to work in Branch libraries on a rotational basis

Attendance at meetings as required outside of normal working hours may be required

Generic performance requirements

Ethics/probity – act in accordance with the Code of Conduct.

Equal employment opportunity - comply with Council's Equal Employment Opportunity (EEO) Protocol.

Health and safety (WHS) - undertake duties and act at all times in accordance with the WHS Management System.

Other duties (outside of specific position requirements) - under the provisions of the Local Government (State) Award, Council may direct any employee to carry out duties that are believed to be within the employee's skills, qualifications, competence and fitness capabilities, whether or not they are a usual function of the position. Where an employee is required to perform duties associated with a higher position, the **Use of skills** Clause in the Local Government (State) Award will apply.

Declaration

In signing this declaration I acknowledge that I, ...
have been advised of the requirements, terms and conditions of appointment to this position based on this Position Description.

Signed: ....   Date ....
     Employee