Melton City Council

Team Leader Engagement and Digital Services

Position Description

A thriving community
where everyone belongs

CITY OF
MELTON

1. Position details

Position	Team Leader Engagement and Digital Services
Classification	Band 6
Award	Melton City Council Enterprise Agreement No 9 2019
Directorate	Community Services
Service Unit	Libraries and Arts

Manager Libraries and Arts

Approved by (name)	Signature	Date

Incumbent's name	Signature	Date

2. Position objectives

- As a key member of the library leadership team, drive the delivery of digital library services and access to technology to enhance customer experience and provide an integrated and seamless approach to delivery of online library services.

- Increase use, awareness and activation of libraries through effective marketing of library services and programs and engagement with the community.

3. Key responsibility areas

- Lead the planning, implementation, monitoring and renewal of technology across the library service, including the Library Management System, public access technology and devices, self-service and audio-visual equipment, and creative or emerging technologies.

- Develop innovative digital services and online library platforms, including the public library catalogue interface, applications, webpages and online presence to ensure a seamless and intuitive customer experience that improves access to library services and resources.

- Lead, motivate and develop the Engagement and Digital Services team to ensure an innovative and effective approach to promotion, marketing and online services.

- Plan for and oversee the design and implementation of marketing campaigns, print and online collateral, and social media to increase awareness, use and membership of library services and engagement with the arts.

- Lead the delivery of local and family history services, including digitisation and online access to local history material and managing the partnership with local and family history groups.

- Participate in rostered library customer service shifts as required, ensuring customers have a positive experience characterised by active engagement.

4. Organisational relationships

Reports to	Coordinator Library & Arts Activation
Supervises	Engagement and Digital Services Team

Internal liaisons
- Library staff and Council staff

External liaisons
- General public, community groups agencies
- Library networks and special interest groups
- General public
- Library users
- Community groups
- Industry special interest groups and networks

5. Accountability and extent of authority

- Under the guidance of the Coordinator Library and Arts Activation, manage the library brand and provide direction to staff in implementing branding guidelines.

- Plan, approve, deliver and evaluate library social media, library catalogue and webpages within the allocated budget.

- Lead the development of print and online marketing and engagement collateral for the service unit, liaising with relevant staff and external graphic designers as appropriate.

- Develop technology priorities, policies and asset plans and manage the renewal, operation and implementation of Information Technology infrastructure for libraries, including public access technology and devices, self-service and audio-visual equipment.

- Oversee the Library Management System day-to-day operations and reporting, and act as a key contact point with the Libraries Victoria consortium system administrator.

- Lead the Engagement and Digital Services team and an eSmart Libraries approach to build digital literacy skills with staff.

- Monitor expenditure of the engagement and digital services budget

- Produce guidelines and procedures for the library service relevant to area of responsibility.

6. Judgement and decision making

- Think creatively to develop innovative approaches, methods and processes utilising relevant knowledge and experience.

- Make informed and sound decisions regarding the operational delivery of public access technology, online library, marketing and engagement across the library service, though guidance is generally available.

- Assist and provide guidance to team members to resolve issues.

- Problem solve complex information technology issues and escalate as appropriate.

- Ensure consistency of library branding when dealing with graphic designers and printers.

- Develop and monitor qualitative and quantitative evaluation methods to capture data and report on engagement

- Review existing processes and equipment and make recommendations for changes, new initiatives or improvements to existing programs, services and engagement opportunities.

7. Specialist skills and knowledge

- Knowledge and ability to implement and maintain Library Management Systems, online platforms, equipment and technology relevant to delivery of innovative public library services.

- Knowledge and skills in the development of marketing material and community engagement initiatives within a library context.

- Demonstrated awareness and ability to use technology applications, social media, WYSIWYG website editors, HTML and CSS code to customise library user interfaces.

- Specialist skills and understanding of library management practices relating to library technology and digital services, local and family history, marketing, and digital programs.

- Knowledge of Australian Library and Information Association national standards and guidelines, current library industry trends and policy.

- Experience in managing budgets and monitoring income and expenditure.

- Develop and monitor service agreements and contracts with vendors.

- Project management skills to ensure that technology implementation and marketing collateral is delivered effectively.

8. Management skills

- Effectively lead a team by utilising skills in performance management and change management.

- Manage and plan own time, establish priorities, set and achieve short and long term goals for self and team.

- Understanding of personnel practices relating to the recruitment and management of staff.

- Ensure OH&S and other legislative requirements are met in relation to staff & the work for all areas within the responsibility of the position.

9. Interpersonal skills

- Excellent communication skills with the ability to develop rapport and work effectively with a broad range of stakeholders from diverse backgrounds, including staff, general public, community and education organisations, industry networks, government, and Council.

- Lead, coach and develop staff in an environment of innovation and continuous improvement.

- Excellent written and verbal skills with the ability to produce effective, plans, policies and procedures, and represent Council at appropriate committees and forums.

- Work in a team environment and gain cooperation from leaders, staff, the public and community groups.

- Strong customer service skills with the ability to confidently and actively engage with customers.

10.   Qualifications and experience

- Tertiary qualification acceptable for professional membership (librarian) of the Australian Library and Information Association (ALIA) together with experience in leading library teams, or relevant tertiary qualification in information technology or marketing field together with relevant experience leading library teams.

- Sound experience in developing and implementing technology in a library context, delivering digital, creative technology, local and family history programs, and use of marketing and engagement techniques.

- Current valid Victorian Driver's licence.

- Current working with children's check.

11.   Key Selection Criteria

1. Tertiary qualification acceptable for professional membership (librarian) of the Australian Library and Information Association (ALIA) together with experience in leading library teams, or relevant tertiary qualification in information technology or marketing field together with relevant experience leading library teams.

2. Lead, coach and develop staff in an environment of innovation and continuous improvement.

3. Demonstrated understanding of community engagement principles and the ability to develop effective marketing and engagement initiatives within a public library context.

4. Implement and maintain Library Management Systems, online platforms, equipment and technology relevant to the delivery of innovative public library services.

5. Lead the design, delivery and development of digital and creative technology programs and services, and local and family history services.

6. Well-developed organisation and time management skills to plan and manage programs and projects within budget.

7. Strong verbal and written communication skills together with the ability to develop rapport and engage with a range of stakeholders, organisations and the community.

8. Current valid Victorian Driver's licence.

9. Current working with children's check.