

Melton City Council

Online Development and Creative Technologies Officer

Position Description

A thriving community
where everyone belongs



1. Position details

Position	Online Development and Creative Technologies Officer
Classification	Band 5
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

- Assist in the design and implementation of creative marketing and communications initiatives for Melton City Libraries and Arts, including social media, print collateral, multi-media, signage and displays.
- Coordinate the ongoing development and enhancement of the virtual library to support community engagement in creative and emerging technologies, ensuring that content is accurate and current across the website, App, catalogue, self-service kiosks and Library Access Points.

3. Key responsibility areas

- Contribute to Libraries and Arts marketing and outreach through the design, development and production of marketing and communications plans, strategies and activities.
- Support and coordinate the ongoing development and enhancement of the virtual library through the curation of content for the website, social media, library catalogue interface, App, self-service kiosks and Library Access Points, ensuring that all content is current, accessible, and meets Council standards.
- Enhance Libraries and Arts online programs and exhibitions through the creation of multimedia content for use in various digital and print publications, including social media.
- Identify and support the inclusion of new and emerging creative technologies into Libraries and Arts services and programs to meet staff and community needs.
- Identify and contribute to the development and implementation of systems, processes and tools that increase the quality and impact of Libraries and Arts communications efforts.
- As a library customer service shift supervisor, provide leadership to staff in the delivery of high quality customer service across the library service to ensure customers have a positive experience characterised by active engagement.
- Participate in rostered library customer service shifts at library facilities or outreach points and proactively engage with customers to maximise their use of resources, equipment, technology and online platforms.

4. Organisational relationships

Reports to	Team Leader Engagement & Digital Services
Supervises	Nil
Internal liaisons	<ul style="list-style-type: none">• Volunteers• Library staff when rostered• Program Facilitators / Contractors• Library staff and Council staff
External liaisons	<ul style="list-style-type: none">• General public• Library users• Community groups• Industry special interest groups and networks

5. Accountability and extent of authority

- Under the guidance of the Team Leader Engagement & Digital Services, plan, implement and evaluate marketing and communications activities for Libraries and Arts.
- Develop and enhance community engagement with the virtual library, online programs and exhibitions.
- Develop programming initiatives within area of responsibility that align with Libraries and Arts strategic priorities and community development principles.
- Accountable for scheduling and ensuring the timely delivery of marketing and communications campaigns for Libraries and Arts.
- Supervision of staff, resolving customer service issues, and smooth operation the library facility when rostered as the customer service shift supervisor.
- Work with the Engagement and Digital Services team on an eSmart Libraries approach to building digital literacy skills with staff.
- Responsible for library facility opening and closing procedures as rostered.

6. Judgement and decision making

- Think creatively to develop innovative approaches, methods and processes utilising relevant knowledge and experience.
- Make decisions on the day-to-day operation of the library, customer information enquiries, and troubleshooting of equipment and technology.
- Ensure consistency in the library online presence across the library service by consulting library team leaders.
- Make decisions about social media promotions in response to community needs and in line with Council policies and objectives.

- Identify and resolve problems using standard procedures and guidelines and provide recommendations within scope of expertise, though guidance and advice is usually available.
- Provide input into policies, plans and procedures relevant to area of responsibility.
- Guidance and advice from the Team Leader is usually available in time to make a decision.

7. Specialist skills and knowledge

- Knowledge and ability to maintain online platforms and creative technologies relevant to delivery of innovative public library services and community engagement with the arts.
- Knowledge and skills in the development of online marketing material and community engagement initiatives.
- Demonstrated awareness and ability to use technology applications, social media, WYSIWYG website editors, HTML and CSS code to customise library user interfaces.
- Capacity to create high quality multi-media content in a range of styles, using a variety of creative elements.
- Demonstrated knowledge and skills in the use of Adobe Creative Suite, Microsoft Office applications, Library Management Systems, online library resources, ebooks, library apps, databases, and equipment such as computers, laptops, tablets, mobile devices, and multi-media tools and applications.

8. Management skills

- Effectively lead staff involved in program delivery for area of responsibility and when rostered as shift supervisor.
- Effectively manage and plan own time, establish priorities, set and achieve short and long term goals for self in accordance with team and organisational objectives.
- Supervisory skills and ability to prioritise workflows and resolve customer issues in a busy customer service environment.
- Supervise and provide support to staff with training or implementation of policies and procedures.
- Ensure OH&S and other legislative requirements are met in relation to the work for all areas within the responsibility of the position.

9. Interpersonal skills

- Demonstrated customer service skills with the ability to confidently and actively engage with customers to discuss and resolve issues and problem behaviour.
- Sound communication skills with the ability to develop rapport and work effectively with a broad range of stakeholders from diverse backgrounds, including staff, general public, schools, community organisations, industry networks, and Council
- Work in a team environment and gain cooperation from staff, members of 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), or relevant tertiary qualification in information technology or marketing field together with relevant experience in the provision and promotion of public library and/or arts and cultural services.
- Sound experience in developing and implementing creative technology initiatives in a library or cultural context.
- Extensive web authoring skills and the development of online content using a range of multi-media tools and applications.
- 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), or relevant tertiary qualification in information technology or marketing field together with relevant experience in the provision and promotion of public library services and/or arts and cultural services.
2. Excellent verbal and written communication skills together with demonstrated experience in developing and implementing innovative marketing and communications activities across a range of platforms.
3. Demonstrated knowledge and experience in the use of creative and emerging technologies, computers and multi-media tools and applications.
4. Knowledge and skills in the development of online promotional material and community engagement initiatives.
5. Demonstrated customer service skills with the ability to confidently and actively engage with customers to discuss and resolve problems.
6. Well-developed organisation and time management skills to prioritise workflows and to plan and deliver programs to meet deadlines.
7. Demonstrated ability to lead staff and work well as part of a team in an environment of innovation and continuous improvement.
8. Current valid Victorian Driver's licence.
9. Current working with children's check.