

Position Description



Position Title:	Library Marketing and Events Officer
Position Number:	P0665
Purpose of Position	To support the Library Marketing & Programs Leader in the planning, delivery, and tracking of all marketing and program activities to raise awareness and tailor services to developing community needs.
Grade of Position:	Band 3 May be responsible for supervising staff in operational duties or for work requiring the application of trades, administrative or technical skills
Hours of Work:	35 hours per week over 7 days including evening and weekends as rostered
Department:	Community
Section:	Library Services
Position Reports to:	Library Marketing & Programs Leader
Approved by:	Janice Bevan Director Community Date: January 2021

CONTACTS

Key Contacts Within Department

- Library Experience Team
- Library Futures and Technology Team

Key Contacts in Other Departments`

- Print Room, Corporate Communications and Customer Service
- Information Management

Key Contacts Outside Council

- Contractors
- Suppliers

Budget Allocation: N/A

EMPLOYEE DECLARATION

I will comply with the requirements of this Position Description.

Name:

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Signature:

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Date:

GENERIC OUTPUTS OF POSITION

- **Comply with WHS Legislation, Policies and Procedures**

- Maintain a high standard of housekeeping and a safe work area
- Identify and report all Hazards for your area
- Wear required Personal Protective Equipment (PPE)
- Participate in the development and review of Risk Assessments
- Adhere to control measures and safe systems of work
- Report all Incidents and Near Misses
- Meet in reporting timeframes
- Comply with the Return to Work Program

- **Comply with EEO and Anti-discrimination Legislation, Policies & Procedures**

- Act to prevent workplace harassment, discrimination and bullying
- Report known incidents of workplace harassment, discrimination and bullying

- **Comply with Council's Code of Conduct and Values**

- Comply with Council's Statement of Business Ethics
- Behave ethically and transparently
- Contribute towards the achievement of Council's strategic plans
- Lead by example
- Support sustainable programs and activities

- Learn and comply with Council's strategies, policies and procedures
- Act with care for the local environment and community
- Take responsibility for your actions
- Care for Council's people, assets and finances
- Use and maintain Council's corporate systems

- **Comply with Document Storage Legislation and Procedures**

- Store and maintain corporate records in Council's electronic document records management system in accordance with relevant standards, procedures and the State Records Act

- **Perform as a Team Member**

- Productively contribute to the outcomes of work teams
- Work cooperatively with team members and supervisor
- Maintain an attendance record that contributes positively to team productivity
- Carry out allocated tasks to standards required
- Use good judgement and problem solving skills
- Obey all lawful instructions
- Attend and positively contribute to team meetings
- Work cooperatively to achieve Perform timeframes and measures
- Regularly review with supervisor own performance against required outcomes
- Complete an annual performance assessment

- **Complete required learning and development programs**
 - Learn and share knowledge
 - Complete induction/re-induction program
 - Complete job-specific training programs
 - Complete relevant legislative-based training
 - Apply learning, knowledge and skills to enhance team performance
- **Comply with Council's Customer Service Policy and Standards**
 - Be accessible and provide customers with clear and accurate information
 - Deliver timely, punctual and reliable service to customers
 - Communicate with customers in a professional and courteous manner
 - Maintain a good flow of communication with customers
 - Manage customer enquiries, records and complaints
 - Complete all paperwork and on-line recording within required time limits
 - Maintain a high standard of personal grooming and hygiene
- **Maintain Workplace Security**
 - Adhere to procedures for accessing and securing premises, keys, plant, vehicles, equipment, information and cash

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ESSENTIAL CRITERIA TO BE ADDRESSED IN YOUR APPLICATION

1. Required Qualifications/Certificates

- Completed tertiary education related to events or communications and/or qualification in Library and Information Science recognized for library technician membership of the Australian Library and Information Association (ALIA).
- Applicants must provide a current Working with Children Check application number (for Paid workers)

2. Required Experience

- Experience in a marketing and/or events role
- Experience in delivering or engaging with community-focussed initiatives
- Experience in writing, editing and proof-reading
- Working knowledge of digital marketing platforms

3. Required Skills

- Excellent written, verbal, public presentation skills and customer service skills
- Demonstrated ability to prioritise, organise and co-ordinate activities
- Proven interest in marketing, media and cultural trends
- Proven ability to quickly learn new systems, technology and processes
- Ability to work in a diverse team environment with a community focus
- Physical ability to carry out tasks and duties required

- Strong organisational skills and attention to detail

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OPERATIONAL OUTPUTS OF PERSON IN POSITION

- Assist Library Marketing & Programs Leader in planning and delivering marketing for Ku-ring-gai Library Service
- Research and pitch potential events for the team to deliver
- Assist with implementing appropriate and innovative marketing strategies for the library
- Proactively research and learn about marketing and event trends
- Participate in the planning, promotion, presentation and evaluation of events and programs
- Perform administration tasks for the Library Marketing & Programs Leader
- Regularly report on digital and event KPIs
- Contribute to effective working relationships within the Library and Council and attend team meetings as required
- Provide professional and responsive readers' services including circulation and basic information services and participate in the delivery of events and activities (occasional and regular), outreach and specialist services, as part of the Ku-ring-gai Library team
- Liaise and work with authors and relevant community groups as required
- Complete daily and routine tasks in an accurate and timely manner
- Undertake other duties as allocated by the supervisor or Manager. These will be in accordance with the employee's range of skills, competence, training and/or experience.
- Duties include moving boxes and files, furniture and equipment for set up and storage, meetings and training, activities and events. These are undertaken in accordance with safe manual handling techniques
- Work as required at any branch of Ku-ring-gai Library Service