

Palmerston North City Council Job Profile

Position Title	Content Management Team Leader
Reporting to	Manager - Content
Unit	City Library & Community Services
Date Created	January 2017

Values

We are committed to fostering an environment where our values of Trust, Worth, Service, and Transformation form the cornerstones of our interactions with each other and the city we serve. We believe it is essential to treat each other with respect and dignity, take responsibility for own actions, and have a positive, friendly, and professional approach.

Context

Utilising Council's Library and Community facilities and resources, the Libraries and Community Services Unit delivers a range of services that support many of Council's strategic outcomes, especially those relating to the social services and cultural sectors.

To be successful it is essential the Unit must place the community at the centre of all activities, ensuring that our programmes and services are equitable, effective and delivered efficiently. Palmerston North's residents need to know that they will receive a consistent level of service regardless of the facility they visit; and that this same level of consistency is applied to the community groups and organisations supported by Council through our Unit.

The Content Management Team supports the growth of individuals and communities by providing library materials, content, and resources that excites, surprises, and delights the residents and communities of Palmerston North.

Main Purpose

The Team Leader enables the Content Management Team to have a positive impact on communities of Palmerston North through the selection, acquisition, development, creation, curation, access, promotion, display and delivery of content across a wide range of formats in an effective, innovative and efficient manner. Success in this role is defined as having a team of highly motivated, community-focused, and technology aware team members who look for new ways to inspire through leveraging existing and emerging modes of access and content delivery that meet current and future needs of the community.

- Support library collection management through selection, acquisition, cataloguing, processing, collection analysis, and deselection.
- Actively support creation, curation, and display of library materials.
- Facilitate, support, and provide access to community created content.
- Support other unit activities such as life-long learning and digital programmes.
- Participate in national and international discussions around the future delivery of content to communities.

Responsibility for Managing Staff

This role is responsible for managing 9.5 FTE:

- Content Development– 3 positions
- Collection Management Acquisitions and Cataloguing – 4.5 positions
- Processing – 2 positions

Financial Authority

This position has delegated financial authority as per the Delegations Manual.

Key Areas of Responsibility

1. Management of staff

- Provide vision and direction for the Content Management team to meet the needs of the community, the Unit, and team members. This will be achieved through setting a clear vision and objectives for the team; measuring and managing the performance of the team against desired outcomes; mentoring and facilitating professional development; and proactively addressing any performance issues.
- Ensure that the team's activities are integrated with those of the rest of the unit to fully utilise people, places and resources for service delivery.

2. Support of and contribution to Strategic Direction

- Deliver the Unit Strategic Plan, Objectives, and relevant Council policies and strategies through assisting team members to understand their role and contribution to the strategic direction. This will be achieved through forming and cascading relevant KPIs from strategies to a team and individual level; monitoring and measuring the effectiveness of the team's contribution to achieving the strategic direction; and providing ongoing feedback to the Manager Content on progress and opportunities.
- Contribute to the formation, implementation, and review of Content Management policies to ensure that they meet changing requirements.
- Actively enhance the culture of the Library and Community Services Unit through positively role-modelling the desired behaviours and attitudes, and through presenting a consistent and unified service.
- Analyse, manage and utilise data related to content to review and improve collections to meet the Unit and council's strategic objectives.
- Proactively work to ensure that appropriate content and collection related knowledge is embedded throughout the wider Unit.

- Facilitate and support the embedding of collaborative working practices across the Unit. This will include taking an active role in cross department working groups, coordinating a cross unit content team, supporting the delivery of life-long learning initiatives and assisting in the day-to-day operations.

3. Ensure ongoing relevance and efficiency of service

- Awareness of technologies and innovations with a view to implementing those within budget that will further enhance the community's experiences.
- Work with the community and across the Unit to ensure that the content acquired meets the needs of the community. Proactively and continually review the service provided in order to address issues and identify opportunities to provide content that excites the community.

4. Relationship Building & Stakeholder Management

- Build, develop, and leverage networks and relationships with key stakeholders, providers, and other organisations to further support identified groups within the community.

5. Other Duties

- Assist the Manager Content as needed. Help manage consortia relationships and represent the organisation on a national and international committees or groups.

Please note: Key areas of responsibility are likely to develop and change over the course of an employee's tenure at Council as the employee grows in skills and competencies. These key tasks and areas of responsibility are not an exhaustive list, nor will they remain static. The annual Performance, Planning and Evaluation (PPE) will supersede this job description. In addition, employees may be asked to do tasks outside of this description as and when required.

Risk Management accountabilities for all employees

- **Council Policies and Procedures:** Ensure self and team comply with applicable council policies and procedures.
- **Environmental:** Reduce environmental impacts that may arise from work. All activities and communications must be conducted in accordance with applicable environmental laws and council policies. Promote the proactive management of environmental issues associated with conducting business.
- **Health & Safety:** Comply with Health and Safety obligations (e.g. observe and practice safe work methods, ensure your own safety and that of others, report any hazards or potential hazards immediately, use protective equipment and wear protective clothing provided where appropriate, only operate equipment that you have the necessary license and skills to operate, make unsafe situations safe or report unsafe working conditions to your supervisor, report all accidents including near misses promptly)
- **Employment Legislation:** Comply in full with employment legislation and adherence to applicable policies in the areas of employment, EEO and recruitment.

Key Relationships

Internal:

- Other teams within the Unit, especially the Community Living Room team, and the Customer Services team
- Council Finance Team

External:

- Key Library Stakeholders
- Kōtuiti consortium and other collaborative partnerships
- Vendors
- Community groups

Typical knowledge, skills, and attributes:

Knowledge (*qualifications and experience*)

- A tertiary qualification in a related field such as Information Management or Library Science is ideal
- Substantial experience in a role within Content Management, Collection Development, or Library Technical Services is ideal
- Experience in a supervisory or management position is required
- Experience within a library, library vendor, or bookseller setting is ideal

Skills and Attributes

- Future focused view towards Content Management and library service delivery
- Strong drive to provide a relevant and effective community focused service and the ability to promote this ethos in others
- Genuine desire to lead, coach and develop others to achieve the goals of the Community, Organisation, and individual
- Comfortable working within an ambiguous and changing environment with an ability to positively manage others through continual change and innovation
- Analytical mind-set with ability to use data to identify opportunities and provide innovative solutions
- Ability to build and maintain strong relationships with an ability to proactively influence stakeholders for win-win outcomes
- Knowledge of and commitment to working within the principles of the Treaty of Waitangi
- Ability to communicate with a wide range of people from varying backgrounds in an effective, sensitive and professional manner (written, over the phone, and face to face)
- Ability to work to time frames and/or under pressure whilst maintaining professionalism (both in manner and delivery of work)
- High degree of integrity with the ability to maintain strict confidence especially when dealing with sensitive and confidential information
- Keen interest in technology with demonstrated competence across a wide range of software packages and mediums

Remuneration

- This role is graded at **GP6** on the Council's remuneration system, i.e. between **\$61,716** (85%) and **\$72,607** (100%) depending on the Manager's assessment of the skills/experience of the jobholder and any other relevant factors.
- In addition, a benefit entitlement of **3%** of base salary is available

Hours of Work

As the Unit is a seven day a week operation and delivers a range of services, there is an expectation that from time to time staff may be required to work evenings and weekends and/or provide cover for front of house customer services. Staff will be compensated with time in lieu in line with Council's Employment Agreements and Management Team Leave Policy. Normal days of work will be Sunday-Thursday for this position.

Other

The position may be called to work outside normal working hours in the event of a Civil Defence emergency or exercise. The job holder will be expected to participate fully in training provided for this and any other Unit activities.

Competencies

Core	
Service	Able to identify and understand customers' needs, find solutions, seek feedback and follows up on solutions.
Communication	Able to provide clear communication, seek clarification and communicate with a variety of people
Business ethics	Good understanding of and able to implement an ethical approach to work.
Information technology	Able to utilise the relevant computer packages used at Council
Role specific	
Leadership	Has buy-in and commitment to the vision. Has the drive to ensure that goals are projects are completed on time and to agreed standards. Models expected behaviours. Motivates and empowers staff to achieve goals and succeed. Monitors progress towards goals and takes appropriate corrective action. Actively uses empathy, emotional energy, self-awareness and control to achieve desired outcomes.
Relationship Building	Able to build and maintain strong networks both internally and externally. Has an understanding of stakeholders' needs and the drive to deliver on commitments. Has understanding of underlying drivers at the group and individual level, and the impacts of diversity. Able to deal with and resolve conflict. Delivers on commitments. Able to develop a climate of trust with staff and stakeholders.

Decision Making	<p>Considers risk factors in decision making. Makes appropriate decisions for the magnitude of the issue. Empowers staff to make own decisions. Makes appropriate decisions by managing and assessing incomplete and ambiguous information.</p> <p>Understands the impact of decisions ensuring that decisions are consistent with strategic direction</p>
Organisation Achievement	<p>Pro-actively plans work cycle and identifies required resources and deliverables. Plans and utilise resources in the most effective and efficient way. Ensures that planning and action is aligned with the vision and direction of the organisation.</p> <p>Reports regularly on progress.</p>
Customer Responsiveness	<p>Customers identified and service delivered to meet their needs. Customers' needs and expectations identified and strategies developed to meet their needs. Regularly reviews and monitors services and service levels for appropriateness. Models required customer service behaviour. Considers alternative and innovative ways to deliver customer services and improving customer service.</p>
Team Work	<p>Able to develop a high performing team. Is an active and contributing team player in the unit and divisional management team. Develops a team based culture within the team. Establishes and models the standard for teams and teamwork.</p> <p>Understands team dynamics and is able to use these in building and developing teams.</p>