

## POSITION DESCRIPTION

<b>Position Title:</b>	Marketing & Systems Officer
<b>Position Number:</b>	1015
<b>Group:</b>	Organisation & Community Capacity
<b>Business Unit:</b>	Community Services Delivery
<b>Service Unit:</b>	Library Services
<b>Reports To:</b>	Team Leader Library Resources
<b>Grade:</b>	7
<b>Hours Of Work:</b>	35
<b>Last Date Of Review:</b>	November 2022
<b>Last Date Of Evaluation:</b>	December 2022

### Role Function Summary

The Marketing & Systems Officer is primarily responsible for the successful promotion of services, programs, activities and resources through quality promotional and marketing opportunities. The position includes a variety of administrative, information technology and customer service duties within a library-services context.

The library operates in a team environment working together to achieve the objectives and initiatives outlined in Council's strategic plans. There are circulation and information service duties common to all library staff.

### Key Responsibilities (Major and Essential Job Functions)

- Circulation duties, including front desk customer service, promoting a customer-centred focus, community orientated and team approach to the delivery of library services.
- Prepare marketing collateral, facilitating effective promotion of library collections and services.
- Coordinate the development of quality promotional materials across Community Services, including program brochures, flyers, newsletters and provision of content for web-based information.
- Support the Library Management System, library information systems and technology, including utilising mobile technology to enhance and expand library resources and deliver services to the broader community.
- Providing first level technical support for all library system problems, ensuring minimal down time, liaising with Information Services staff as required.
- Developing, supporting and maintaining various web applications in use according to agreed standards.
- Monitoring and maintaining the Community Service Teams online engagement and identity.
- Maintaining and assessing statistical data to identify trends and/or issues.
- Promoting continual development and maintenance of the Community Service Teams web pages.
- Undertake acting and higher duties as required.

This position description does not form an exhaustive list of your duties. You may be required to undertake other projects, tasks and activities as required from the business from time to time which are within the skills, competence and training of the incumbent. Singleton Council reserves the right to amend or update this position description in accordance with operational needs.

## Organisational Responsibilities:

Council's decisions, actions and behaviours are governed by its vision, mission and values. All employees of Council have an accountability to ensure their work and behaviour is aligned to these.

<b>Community Vision</b>	Singleton. Vibrant, progressive, connected, sustainable & resilient.
<b>Organisation Vision</b>	ESP - Engaged people; Safe and Sustainable workplace; and a Performance based culture.
<b>Our Purpose</b>	To "create community".
<b>Values and Behaviours</b>	<p>Council has five values which guide behaviours and decision making. It is through these values high quality services are delivered to employees and the community. Employees play an important role in leading the way and upholding Council's values, including the Code of Conduct. Council's values are:</p> <ul style="list-style-type: none"><li>• <b>Integrity:</b> We act with commitment, trust and accountability.</li><li>• <b>Respect:</b> We are open, honest, inclusive and supportive.</li><li>• <b>Excellence:</b> We strive to achieve the highest standards.</li><li>• <b>Innovation:</b> We are creative, progressive and strategic.</li><li>• <b>Enjoyment:</b> We promote a harmonious, productive and positive workplace.</li></ul>
<b>Safe Workplace</b>	It is a requirement of employment with Singleton Council that all staff undertake their work in accordance with WHS policies and procedures. Employees will display and promote safety in the workplace at all times.
<b>Policies and Procedures</b>	<p>The responsibilities of this position are completed in line with all Council policies and procedures related to this position.</p> <p>Awareness of the principles of equity and diversity, work health and safety, environment, risk management, records management and quality assurance as they relate to this position.</p>

## Organisational Relationships

<b>Internal Relationships:</b>	Coordinator, Team Leader, Library Services Team, Manager, Community Services Team, Council staff
<b>External Relationships:</b>	Customers, suppliers and vendors
<b>Direct Reports:</b>	n/a
<b>Indirect Reports:</b>	n/a

## Specifications and Technical Skills:

### Essential Criteria:

- Relevant tertiary qualifications and/or demonstrated relevant marketing and digital channel management experience, such as website, social media and digital platforms
- Confidence in the use and application of information technology systems, including Library Management software and Microsoft Office suite
- Experience delivering reference services, including reference and bibliographic databases
- Demonstrated ability to work in a team environment, and unsupervised
- Effective written and verbal communication skills, with an eye for detail
- Design experience using Photoshop and Indesign, and ability to develop promotional material with a creative flair
- A commitment to providing excellent customer service to both internal and external customers of Council

### Desirable Criteria:

- Experience working in a public library

### Licences and Tickets:

- Current Working With Children Check

## Physical Requirements / Work Environment:

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the inherent requirements of the job. This position will involve work in the office environment as well as being able to navigate construction and work sites.

### Physical Requirements and Work Environment

ACTIVITY	FREQUENCY				# OF HOURS A DAY							
	Repetitive	Frequent	Occasional	Infrequent	1	2	3	4	5	6	7	8
Sitting		✓						✓				
Walking			✓			✓						
Standing		✓						✓				
Bending				✓	✓							
Squatting				✓	✓							
Climbing				✓	✓							
Kneeling				✓	✓							
Twisting				✓	✓							
Lifting				✓	✓							
Driving			✓	✓	✓							

If manual lifting is required ensure a risk assessment is completed each time lifting is required.

Hand Manipulation Required	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	Repetitive Hand Movements	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
	<b>Right Hand</b>					<b>Left Hand</b>			
Simple Grasping (hold bottle)	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	Simple Grasping (hold bottle)	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
Power Grasping (tight grip)	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	Power Grasping (tight grip)	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
Pushing Pulling (to from body)	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	Pushing Pulling (to from body)	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
Fine Manipulation (fine finger)	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	Fine Manipulation (fine finger)	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>

Tick below if these are requirements of the position:

	Operating mobile plant		Working with paints, solvents, oil, grease
✓	Light repetitive handling		Cold environment
	Dog/cat control		Climbing, working at heights
	Cattle, sheep handling		Confined spaces work
	Native Animal, reptile handling	✓	Customer contact
	Garbage collection		Screen based work (intermittent)
	Office, toilet cleaning	✓	Screen based work (constant)
	UV exposed	✓	Clerical deadlines
	Herbicide/Pesticide use		Supervisory – clerical, planning, deadlines
	Cooking		Building trades work
	Walking on Slopes / Hills / Gradients		Motor trades work
	Walking on uneven surfaces		Child care
	Working with bitumen		Hospitality
	Working with concrete		Exposure to dust or fumes

## Skills Progression and Assessment Record:

Position Title: **Marketing & Systems Officer**

Employee:

<b>Skill Progression Requirements</b> <input checked="" type="checkbox"/> Step Achieved	<b>Salary Step</b>	<b>N/A</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Completion of relevant qualifications, ability to conduct effective reference interviews and provide circulation and readers advisory services	1					
Provide effective service to internal and external customers, promoting a positive image of the Library and Council, sound knowledge of all online services and databases accessible to the library	1					
Ability to effectively operate all computing packages relevant to the position such as Microsoft Office, Library Management System, providing effective instruction and troubleshooting for all library equipment assessing needs and communicating effectively with persons of varying levels of technological understanding	1					
Display sound verbal and written communication skills, effectively liaise with suppliers, customers, and conflict resolution	1					
Demonstrated ability to produce marketing content with attention to detail	1					
Sound knowledge of the Library Management System and advanced use of web application skills and ability to effectively report on all components of system support requirements	2					
Self-motivated, demonstrates initiative and creative problem solving	2					
Displays advanced Readers Advisory and Reference Skills	2					
Ability to perform in depth searches on all databases accessible to the library and contribute to the assessment of new databases	2					
Demonstrates forward planning and continuous improvement principles in the areas of responsibility	2					
Provides sound instruction to the public and train staff in areas of responsibility, including all aspects of circulation	3					
Demonstrated ability to act in the position of Acquisitions Officer	3					
Demonstrated ability to act in the position of Cataloguing Officer	3					
Demonstrated ability to effectively evaluate, review and make recommendations for improvement	3					
Effectively apply professional standards and guidelines relevant to the areas of responsibility	3					
Demonstrates a broad up-to-date knowledge of pertinent fields and awareness of current technologies that can be applied in the library field	4					
Demonstrated ability to develop, manage and review improvements across the library to meet goals autonomously	4					
Demonstrated ability to effectively manage library projects autonomously	4					
Demonstrated ability to act in the position of Team Leader Library Resources	4					
Demonstrated ability to act in the position of Team Leader Library Programs	4					

**Skills Review Year** (eg 2022): \_\_\_\_\_ **Position:** \_\_\_\_\_

**Annual Skills Assessment:**

The following is to be completed at the time of the annual skills assessment.

**Comments on Employee's attitude and application to work:**

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**Employee's Comments:**

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Name

Signature

Date

**Manager / Supervisor's Comments:**

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Name

Signature

Date

**Director's Comments:**

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Name

Signature

Date

Summary of Skills Assessment	1	2	3	4
Total number of skills at each salary step =				
Number of skills not applicable at each salary step =				
Number of skills achieved at each salary step =				
Number of skills not achieved at each salary step =				
<input checked="" type="checkbox"/> <b>Proposed Salary Step Placement</b>				