



## CITY OF ALBANY POSITION DESCRIPTION LIBRARY DIGITAL SERVICES & COMMUNICATIONS OFFICER

### 1. CITY OF ALBANY VALUES

All Councillors, Staff and Volunteers at the City of Albany will be...

- **Focused:** on community outcomes - This means we will listen and pay attention to our community. We will consult widely and set clear direction for action. We will do what we say we will do to ensure that if it's good for Albany, we get it done.
- **United:** by working and learning together - This means we will work as a team, sharing knowledge and skills. We will build strong relationships internally and externally through effective communication. We will support people to help them reach their full potential by encouraging loyalty, trust, innovation and high performance. We will commit to a culture of continuous improvement.
- **Accountable:** for our actions - This means we will be transparent in our decision making. We will act professionally using resources responsibly; (people, skills and physical assets as well as money). We will be fair and consistent when allocating these resources and look for opportunities to work jointly with other directorates and with our partners.
- **Proud:** of our people and our community - This means we will earn respect and build trust between ourselves, and the residents of Albany through the honesty of what we say and do and in what we achieve together. We will be committed to serving the diverse needs of the community while recognising we cannot be all things to all people.

### 2. POSITION IDENTIFICATION

<b>TITLE:</b> Library Digital Services & Communications Officer	<div style="text-align: center;"> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;">Manager Arts &amp; Culture</div> <div style="text-align: center;">↓</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;">Team Leader Library</div> <div style="text-align: center;">↓</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;">Library Systems Coordinator</div> <div style="text-align: center;">↓</div> <div style="border: 1px solid black; padding: 5px;">Library Digital Services &amp; Communications Officer</div> </div>
<b>LEVEL:</b> Level 4, City of Albany Enterprise Agreement 2019	
<b>DIRECTORATE:</b> Community Services	
<b>REPORTS TO:</b> Library Systems Coordinator <b>RESPONSIBLE FOR:</b> Library Officers, Volunteers	

### **3. POSITION OBJECTIVE**

To ensure the provision of high quality library services by supporting the development, enhancement, promotion, delivery and maintenance of the Library's online presence and electronic resource provision. This role is also responsible for library communications including the library newsletter and social media platforms. The position will work closely with staff and management to ensure effective library service development and improvement.

This position will:

- Contribute to effective service delivery at the Albany Public Library through the co-ordination and implementation of digital resources and tools, library programs & services, as well as administrative and technical support;
- support the strategic direction for the delivery of online library platforms, apps and emerging technologies;
- develop, implement and enhance the library's communication channels including newsletter and social media platforms for Library customers;
- foster change by thinking creatively in relation to public programs, public access technology, and marketing and engagement;
- Support the development, enhancement, promotion, delivery and maintenance of the Library's online presence and electronic resource provision;
- Ensuring the provision of quality and timely customer service to Library customers;
- Providing organisational support to the Manager Arts & Culture, Team Leader Library and other duties as required;
- Strive for achievement of the City's vision in line with the mission and values of the strategic plan.

### **4. KEY RESPONSIBILITIES**

#### **Digital Support, Communications, Training and Professional Development**

- Develop, maintain and enhance the Library website & email/online communication channels;
- Maintain & develop databases & online subscription services;
- Facilitate public IT services – internet, Wi-Fi, online catalogue, public PCs;
- Plan, program and present online services workshops, training programs and community programs to support life-long learning;
- Liaising closely with other Library and Council staff regarding the development of potential projects including the provision of information, skills and support;
- Coordinate ongoing training in all aspects of Library online services for staff, volunteers and trainees.
- Plan, develop and deliver communication and marketing campaigns and promotional strategies that support Library programs and service.
- Lead teams within Library projects and programs.
- Provide team members with technical advice, training to build skill base, capacity and professional support.
- Respond to initiatives and assist in the development of the service area as directed.
- Promote and actively participate in best practice and quality improvement programmes and activities within the library team.

#### **Interpersonal Skills/Customer Service**

- Develop and deliver informational materials for customers in the use of the Library's online services.

- Oversee, develop and implement regular communication updates in the form of newsletters and social media content.
- Foster, advocate and implement the City of Albany's customer service focus and practices.
- Actively pursue improved customer service in accordance with Council's goals.
- Promote and maintain high standards of library service and library presentation.
- Attend internal and external meetings as required.
- Liaising closely with other Library and Council staff regarding the development of potential projects including the provision of information, skills and support.
- Liaising with key stakeholders to obtain necessary support for library programmes and events.

### **Financial & Administration**

- Develop, deliver and market innovative library programs and events to support life-long learning in the community with guidance and assistance from senior staff members.
- Ensuring the acquittal of all grants applied for and that all aspects of the grants have been completed and signed off.
- Identifying available grants, philanthropic trusts, subsidies and/or commercial sponsorship.
- Undertaking necessary research, including costing, to support the application.
- Under guidance, prepare reports and budget submissions for the Arts and Culture Team and Council where necessary.

### **Occupational Health and Safety**

- Take reasonable care for own / individual health and safety and for the health and safety of others, including the implementation of risk control measures that our within own / individual control to prevent injuries or illnesses.
- Comply with any reasonable instruction from the City of Albany and monitor and rectify work practices to ensure compliance with OH&S Regulations.
- Abide by the City of Albany policies and procedures.
- Report any workplace hazards. Everyone in the workplace shares this responsibility equally.
- Report any workplace injury, illness or near misses. It is important to report all injuries, no matter how insignificant they may seem.

## **5. REQUIREMENTS OF THE JOB**

### **Skills**

- Highly developed time management and organisation skills with the ability to set own priorities, plan and organise work.
- Highly developed communication skills, both written and verbal.
- Well-developed interpersonal, negotiation and problem solving skills.
- Highly developed customer relations skills with strong customer and community service focus and commitment, in particular with seniors.
- Well-developed teamwork skills.
- Well-developed computer skills including: Library Management Systems, Online Databases, Internet, Microsoft Windows 7-10, Microsoft Windows Server 2018 and Microsoft Office 2016 applications.
- Strong technical skills in using a range of online and digital software systems and programs (websites, communications, social media, digital design).
- Sound understanding of general technology trends and applications.
- Ability to motivate and coordinate an effective multi-skilled team.
- Ability to embrace, promote and implement quality improvement and best practice activities.
- Demonstrated ability to plan and manage projects in a Community Service environment under guidance from senior staff members.
- Ability to work with community groups, government and non-government agencies/departments and business organisations/ suppliers to deliver quality programs and services.

- Ability to formulate budgets, work within budget constraints and understand financial reports under guidance from senior staff members.
- Ability to plan, develop, implement and promote programs and promotional activities under guidance from senior staff members.
- Ability to perform manual handling tasks.

## **Knowledge**

- Working knowledge of and ability to apply relevant award and enterprise agreement conditions.
- Working knowledge of Occupational Safety & Health legislation and responsibilities.
- Highly developed knowledge of Library services, activities, procedures and IT and Online systems
- Well-developed knowledge of computer hardware and software.
- Sound knowledge of and interest in the provision of public library services and programs.
- Sound knowledge of literature and library collections.
- Working knowledge of local government structures and finance (desirable).

## **Experience and Qualifications**

- Experience working in a customer service or similar role involving a high degree of exposure to internal and external customers (essential).
- Strong experience in IT systems, technology and online service support and maintenance.
- Experience of integrated marketing platforms (e.g. Mailchimp).
- Experience in the use of social media platforms for community engagement.
- Supervisory experience in a customer service environment.
- Previous experience in writing submissions, grants applications, reports, research and/or analysis.
- Tertiary Qualifications in Librarianship or working towards Qualifications (desirable).
- Experience in libraries at a professional level (desirable).
- 'C' class driver's licence.
- National police clearance.

## **6. CERTIFICATION**

As the occupant of this position, I have noted and agreed to the Values, statement of duties, responsibilities and other requirements as detailed in this document.

NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_  
(Please print)

DATE: \_\_\_\_\_

WITNESS NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_  
(Manager or above) (Please print)

DATE: \_\_\_\_\_