

## POSITION DESCRIPTION

Promotions and Marketing Librarian (POS2281)

<b>Directorate:</b>	Community & Culture	<b>Department:</b>	Library and Museum Services
<b>Position Grade:</b>	13	<b>Reports to:</b>	Coordinator Outreach & Programs
<b>Last review:</b>	March 2019	<b>Next review:</b>	March 2021
		<b>Version No.:</b>	1.0

### Position purpose:

To lead, support and co-ordinate library promotions, communications and marketing programs and oversee the planning, development and delivery of promotion and marketing activities across the Liverpool Library Service.

### Key accountabilities/responsibilities:

Responsibilities include:

- 1) Implementing and supporting the development of the Library's vision, mission and plans, delivering quality and customer-focused marketing programs and support communications within the library service.
- 2) Regularly consulting management, specialist and branch staff and the community on Promotions policies, projects and priorities, developing and delivering marketing policies and annual marketing programs in line with consultation outcomes and documented standards approved by Library management.
- 3) Promoting continuous improvement, developing partnerships with stakeholders and co-ordinating promotional campaigns to inform, educate and engage identified target groups
- 4) Leading and supporting the Library Marketing team to develop and deliver quality services through regular staff meetings and work reviews; annual work plans and through regular communications.
- 5) Leading the design, development and implementation of promotional campaigns, including the development of promotional materials, online marketing, website management, merchandise, advertisements, customer surveys and press releases.
- 6) Preparing internal and external communications including Staff Updates and Online promotions in line with Council Media and Communications policy as approved by the Manager Library Services and Co-ordinator Community Outreach Programs
- 7) Reviewing and reporting to the Coordinator Outreach & Programs on the performance of communications, promotional and marketing activities within the allocated budget.
- 8) Planning and overseeing promotional and marketing programs to ensure delivery to customers in line with documented and management-approved time lines and service standards.
- 9) Maintaining records and statistics to monitor and evaluate Marketing Programs and activities on an ongoing basis to support recommendations to Library management as appropriate.
- 10) Co-ordinating and reporting to the Coordinator Outreach & Programs on the development and delivery of training and communications to library staff concerning Library marketing policies and procedures.
- 11) Actively participating in staff support, engagement and development activities including induction, recruitment, training (in line with the Library and Council Training Plans) and performance management.
- 12) Performing other duties as required from time to time including co-ordinating volunteers.
- 13) provision of direct customer support as required across the library network including night shift and weekend work.

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- 14) Implementing Council's *WHS policy*. Lead and support staff in addressing WHS issues in line with the policy.
- 15) Applying knowledge of equity, EEO, cultural *diversity principles* and ethical practices when dealing with staff and customers.

### Decisions made in the position:

- 1) Approval of staff Work Plans and Review processes
- 2) Day to day administrative policies within the Library Promotions and Marketing team
- 3) General customer service decisions.

### Decisions referred:

- 1) Marketing policy and Budget priorities
- 2) Program Policy and Procedure decisions
- 3) Communication and Training Programs and priorities
- 4) Matters requiring escalation

### Key issues/challenges:

- 1) Effective team leadership and staff co-ordination in the provision of quality marketing programs.
- 2) Engaging staff and customers to identify needs so as to provide relevant marketing and promotions, including online content, resources and communication.
- 3) Integrating and co-ordinating across library branches.
- 4) Communicating with a multiculturally diverse community.
- 5) Developing innovative library marketing solutions.
- 6) Supporting effective change management initiatives and supporting the development of the Library Service to reflect changing community requirements.
- 7) Providing quality customer services, training and communications.
- 8) Developing and updating library policies and procedures.
- 9) Utilising resources within budget allocations and identifying potential cost savings through improving work processes and practices.

### Key working relationships:

- |                                     |                 |                                 |
|-------------------------------------|-----------------|---------------------------------|
| • Coordinator Outreach & Programs   | • Council staff | • Other Co-ordinators           |
| • Manager Library & Museum Services | • Library staff | • Promotions and Marketing Team |
|                                     | • Community     |                                 |

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### POSITION SPECIFICATION

**Whilst the criteria described below is indicative of the nature of this role, for the purpose of this hiring process please only address the selection criteria listed in the job application.**

#### ESSENTIAL CRITERIA

##### Qualifications/Licences

- Completion of degree or post graduate-level Library and Information Studies, Marketing and Communications. Or relevant tertiary qualifications in a related discipline.
- Class C Drivers Licence.

##### Experience

- Experience working in a public library and/or a customer service environment.
- Developing and leading a team, including the support, supervision and training of staff.
- Developing a targeted marketing campaign through relevant channels to target key audiences.
- Proven experience in managing social media and digital campaigns.
- Experience in formulating and drafting new policies, procedures programs and reporting processes.
- Ability to plan, resource and implement promotional activities in a library environment.
- Contributing to strategic planning and the development of business plans.
- Proven experience in supervising a service and marketing program.

##### Knowledge and Skills

- Excellent written, verbal and interpersonal communication skills; Strong administration and customer service skills.
- Knowledge of Library Management Systems, digital technology and corporate systems.
- Specialised knowledge in marketing, communications and submission writing.
- Strategic planning, management and budget control.
- Problem solving, time management and decision-making skills.
- Team building, leadership and development skills, including staff training, support and development skills.
- Knowledge of Work Health and Safety practices, the principles of Equal Employment Opportunity, ethical practice and multicultural diversity.

#### DESIRABLE CRITERIA

##### Qualifications/Licences/Experience/Knowledge and Skills

- Good understanding of public library environments including the roles, development and trends of public libraries.
- Graphic Design experience.

## **Our vision:**

**Aspiring to do great things – for ourselves,  
our community and our growing city.**

## **Our values:**

**Ambitious**

**Authentic**

**Collaborative**

**Courageous**

**Decisive**

**Generous**