



## POSITION DESCRIPTION/SPECIFICATION

### 1. POSITION IDENTIFICATION

<b>Title</b>	Library Promotions and Communications Officer	<b>Level</b>	5
<b>Business Unit</b>	Community Development and Library Services	<b>Position Number</b>	01715
<b>Directorate</b>	Planning and Community Development	<b>Date Established</b>	September 2023
<b>Reporting to</b>	Team Leader Library Programs and Events	<b>Date Updated</b>	September 2023

### 2. KEY OBJECTIVES

- Plan, schedule, script, compile and distribute marketing materials to promote the City's Library Service in consultation with Team Leader Library Programs and Events and Communications and Stakeholder Relations Business Unit.
- Undertake digital marketing activities for libraries, in consultation with the Team Leader Library Programs and Events and Communications and Stakeholder Relations Business Unit.
- Assist in the research, analysis and creation of marketing content and strategies that will inform the library community to ensure target reach, community advocacy and financial accountability.
- Undertake Marketing finance and administration related tasks.
- Provide a high level of customer service to both internal and external customers and stakeholders.
- Provide a safe work environment.

### 3. KEY ACCOUNTABILITIES

- Timely and accurate delivery of assigned work and projects within agreed timeframes, allocated budget and with rigor applied in all circumstances.
- Undertake activities in accordance with the Business Unit Plan, Corporate Business Plan, Library Marketing Plans and Strategies and other relevant plans.
- Customer service is delivered in accordance with the City's Customer Service Charter and relevant protocols and procedures.
- Correspondence and other written material is of a high standard and content is accurate and error free, and in accordance with the City's writing guidelines.

- Ensure all financial activities are undertaken in accordance with the City’s purchasing protocols and practices.
- Ensure prompt and accurate capture of corporate information and documentation in accordance with the City’s record keeping system and associated policies, protocols, and practices.
- Comply with WHS legislation, City protocols, procedures and other WHS related requirements, and actively support the City safety systems.

4. **KEY ACTIVITIES**

**ACTIVITIES**

**Outcome: Marketing, Promotion and Brand Awareness**

- Provide input and contribute to projecting a positive, professional brand of the City’s Library Service through effective and innovative marketing and communications strategies.
- Develop an annual marketing plan with associated budget and timelines for approval by the Team Leader Library Programs and Events
- Collaborate with library staff, internal and external stakeholders to collate accurate and creative content ready for approvals and design. Examples include Libraries Seasonal Events and Programs guide, Family History newsletters, library notices, literacy, and special project promotions.
- Assist in the development of promotional materials and library displays and provide recommendations and input into creative marketing strategies and initiatives to further develop innovative campaigns to promote the City Libraries membership, programs, events, and services, including development of trends and target markets, campaign briefs, budget requirements, partnership and stakeholder engagement.
- Promote the Library by preparing innovative pre-approved good news stories for City and Library media platforms including newsletters, print and media releases, social media, website, Desk of the CEO and other community-based publications.
- Undertake accurate and creative digital and print copy writing and proof reading of work to pre-agreed deadlines.
- Ensure distribution of Library Marketing materials is audience specific, on budget, timely and relevant to the audience.
- Assist in the development and implementation of an ongoing education and promotional ethos to encourage library staff to embrace, participate and engage with marketing and promotional strategies.
- Prepare content and design smaller ad-hoc posters and notices using the City’s template and media solutions such as Microsoft 365 suite, template solutions and Canva.
- Maintain, develop and advance the Libraries photographic and video library, including photo and video shoots.
- Contribute to promoting the Libraries via approved radio interviews and external outreach opportunities.
- Establish and maintain professional relationships with Library staff, internal and external partners to ensure the successful promotion of the Library Service through internal communication strategies in conjunction with the Libraries Leadership team.
- Perform other duties as requested within the scope of this level and in accordance with skills, knowledge, and experience.

**Outcome: Digital Marketing and Communications**

- Liaise with key library officers and the City's Digital Marketing Officers to develop and prepare for publication, accurate and concise content for the City's website, Library catalogue and electronic communications to ensure that the online experience for Library members and the community remains positive and in line with customer expectations.
- Develop and maintain a proactive and consistent online and social media presence through staff engagement, scheduling, forward planning, storytelling, and innovative content that will showcase the Library and communicate responsively with the wider community.
- Assist with the research, analysis and data interpretation for digital and electronic communications to identify customer behaviors and patterns to further design, inform and implement the Libraries digital marketing stories and campaigns.

**Outcome: Finance, Administration and Reporting**

- Source quotes, process purchase orders and invoices for campaigns and marketing related tasks.
- Undertake monthly reporting and statistical analysis of the libraries marketing activities.
- Assess and report on marketing campaigns and events to ensure objectives are being met.
- Provide professional input and assist in fulfilling the Community Development and Library Services Business Unit Plan and performance objectives for the City's Libraries.
- Analyse and interpret marketing data to identify customer patterns, demographics and prepare detailed reports, with recommendations, for the Team Leader Library Programs and Events
- Support the preparation of appropriate Library marketing process guidelines and workflow / approval processes.
- Assist the Libraries Events and Programs Team with seasonal tasks and promotion of events and programs as required.
- Attend Library team meetings and City Marketing meetings as directed.

**Outcome: Customer Service**

- Provide information on Library activities to City employees and contractors on all matters related to the functions, services, and operations of the City's Libraries.
- Develop and maintain positive relationships with internal and external stakeholders to enhance the Libraries' reputation and brand.
- Maintain liaison with external and internal suppliers to facilitate timely commissioning and delivery of marketing and promotional material.

**4. WORK RELATED REQUIREMENTS / SELECTION CRITERIA**

**Essential Skills, Knowledge, Experience and Qualifications:**

**High level skills in the following areas:**

- Marketing skills and knowledge, including advertising, printing, and promotions.
- Ability to schedule and create marketing activities, campaigns, and projects.

- Ability to carry out practical marketing tasks.
- Organisation and time management skills.
- Copywriting and proof-reading skills - including the ability to write and edit material suitable for diverse target audiences in a simple and concise style.
- Ability to undertake community based statistical analysis and market research.
- Initiative and ability to work under minimal supervision and within a team.
- Computer literacy skills, including with the Microsoft Office suite of programs, websites and social media.
- Excellent communication and interpersonal skills.

**Knowledge:**

- Sound knowledge of marketing, digital, social media, and communication concepts.
- Sound knowledge customer service principles.
- Sound understanding of new technologies and how they can be applied to marketing.

**Experience:**

- Marketing or communications role, preferably within a community based or library context.
- Developing and implementing marketing campaigns and projects.
- Content management systems for website and social media management.
- Conducting market research and analysis.

**Qualifications / Clearances:**

- Tertiary qualifications (preferably marketing) in a relevant discipline
- 3 to 5 years' experience.
- Current WA 'C' Class Drivers License

**5. EXTENT OF AUTHORITY**

- Exercises a degree of autonomy. Advice is available for complex matters.
- Solutions to problems generally found in precedents, procedures, or guidelines. Assistance available.
- Required to set priorities, plan, and organise own work. Assistance available.
- May be required to exercise judgement, initiative, or skills where procedures, practices are not clearly defined.

**6. WORKING RELATIONSHIPS**

**Level of Supervision:**

- Works under general direction.

**Internal:**

- Community Development and Library Services Business Unit
  - Library Leadership Team
  - Library Programs Team

- eServices Officer
- Library Staff
- Community Development staff
- Communication and Stakeholder Relations Business Unit
  - Marketing Liaison Officers
  - Digital Marketing Officers
  - City Media Officers
- Other City Business Units

**External:**

- Library customers / members
- General public
- Service suppliers
- Government agencies, corporate and community stakeholders
- Other local governments and community groups
- Library associations

**7. POSITION DIMENSIONS**

NUMBER OF EMPLOYEES DIRECTLY REPORTING TO POSITION	0
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