

POSITION:	Marketing and Communications Officer
CLASSIFICATION:	Band 5, full time, 38 hours per week
REVIEW DATE:	April 2018
TERM:	Permanent

Casey Cardinia Libraries

Casey Cardinia Libraries (CCL) is one of Victoria's largest public library services. We are funded principally by City of Casey, Cardinia Shire and the State Government. We support a rapidly growing and diverse community of more than 400,000 people.

Our libraries are located at Bunjil Place, Cranbourne, Doveton, Emerald, Endeavour Hills, Hampton Park and Pakenham. The Cardinia Mobile Library provides a weekly service to Beaconsfield, Bunyip, Cockatoo, Garfield, Gembrook, Koo Wee Rup, Lang Lang, Maryknoll, Nar Nar Goon, Tynong and Upper Beaconsfield.

Our Vision

Inspiring spaces where everyone is free to discover possibilities.

Our Values

Teamwork

We excel when we all contribute. We are loyal and dedicated to each other. We always do our fair share.

Love of Learning

We love new things. We believe there is an opportunity to learn anywhere and everywhere.

Fairness

We treat all people fairly. We do not let our personal feelings bias our decisions about others. We give everyone a chance.

Creativity

Thinking new ways to do things is crucial to our success. We are never content doing things the conventional way if we believe a better way is available.

Social Intelligence

We are aware of the motives and feelings of other people. We know what to do to fit into different situations and we know what to do to put others at ease.

Humour

We like to laugh, bringing smiles to other people. We try to see the light side of all situations.

Preferred Behaviours

Expected behaviours of the Marketing and Communications Officer include:

- Demonstrating leadership modelling our values
- Great customer service
- Embracing new thinking
- Prioritising momentum not perfection

- Placing value on taking calculated risks
- Prepare to fail early, fail often
- Support a culture of collaboration and innovation
- Pay it forward
- Look after our neighbours
- Building confidence and resilience
- Share our story

Position Objectives

Operational

- Deliver innovative and customer focused service consistent with CCL vision, values and objectives (CCL Strategic Plan)
- Actively engage and interact with the community and partners in the library, online and outside the four walls

Strategic

- Contribute to the development of innovative and customer focused library service, building capacity in our communities
- Contribute to development and achievement of CCL strategic goals and plan
- Contribute to the continuous improvement and development of CCL by participating in activities and service development such as: library and learning staff forums, training programs, team meetings as required and meetings with your specific Team Leader
- Nurture and develop partnerships with other organisations including schools, community organisations and other local government services

Key Responsibilities and Duties

1. Leadership

- Excellent communication skills, providing effective lines of communication with staff
- Provide positive guidance and leadership to staff
- Proactively promote the library and provide guidance to team members in this area
- Provide staff training as required
- Provide support to the Marketing Manager and Leadership Team

2. Communications

- Contribute to the development of Marketing and Communication Strategy
- Proficient in Adobe Creative Suite including Photoshop, Indesign and Illustrator to create and design online and offline content and collateral and other corporate documents
- Assist with internal communications
- Assist in the content development, maintaining the brands voice and execution of the social media strategy (including Facebook, LinkedIn, Twitter)
- Monitor media coverage (local and metro), coordinate regular media content and maintain a strong relationship with all media outlets
- Design and execute all email marketing campaigns using Campaign Monitor, ensure the database is up to date
- Manage, upload and maintain events on Eventbrite
- Maintain and ensure Casey Cardinia Libraries website is kept up to date, by uploading content and media, using WordPress
- Ensure content that is produced is on brand and is consistent in terms of style, quality and tone of voice

- Work with library staff involved in the promotion and coordination of library events and programs

3. Project Management

- Undertake new projects as required and produce analytical written reports/documentation of a high standard.
- Investigate and interview as necessary to complete project/research related work.
- Develop and maintain new systems, procedures, record-keeping and reporting within specified projects.
- Apply relevant project/research management techniques.
- Write reports, letters, policy documents and other correspondence and documents with clarity to ensure that projects are completed and documented.
- Ensure confidentiality is maintained as required.

Organisational Relationships

Reports to: Marketing Manager

Internal liaisons: Leadership Team and all staff

External liaisons: Agencies, local government, local businesses, other libraries, suppliers and general public

Selection Criteria

- Minimum 2 years' relevant experience in a Communications or Marketing role and relevant Tertiary or Diploma qualifications in Marketing or related discipline
- Excellent written and oral communication skills, including writing and proofing online and offline content
- Proficient in Adobe Creative Suite including Photoshop, Indesign and Illustrator and able to coordinate the design of various pieces of marketing collateral following the brands guidelines and tone of voice Advanced
- Advanced experience in Microsoft Applications including Word, PowerPoint, Excel and SharePoint
- Intermediate experience in WordPress and Eventbrite
- Demonstrated experience working with local and metro media outlets
- A love and understanding for social media marketing
- Strong attention to detail
- Ability to work in a fast-paced environment, working to deadlines but also adaptable to change
- Ability to work in an Activity Based Working / Flexible working environment and work independently or as part of a team to meet organisational strategic outcomes
- Current Drivers Licence and Working with Children Check

Extent of Authority and Accountability

- Responsible for the quality of production of marketing materials
- Editorial and production coordination of major publications
- Responsible for the timely provision and efficient execution of projects, publications and other communications
- Make decisions and provide advice to Marketing Manager and Leadership team in accordance with the position description and project parameters.
- Accuracy and currency of information and advice
- Authority to operate within established policies and procedures

Judgement and Decision Making

- Allocate priorities to ensure tasks are performed in a timely manner

- Decide on best method for prompt dispatch of information
- Evaluate quality and cost effectiveness of the production of publications and communications
- Edit, assess and accept information for publication
- Provide information to staff as required

Specialist Skills and Knowledge

- Writing and editorial skills, including design principles, images and use of appropriate communications channels
- Good knowledge of project management practices
- Understanding of CCL vision, values and objectives (CCL Strategic Plan)
- Proficient in Adobe Creative Suite including Photoshop, Indesign and Illustrator and able to coordinate the design of various pieces of marketing collateral following the brands guidelines and tone of voice Advanced
- Knowledge of relevant local government procedures desirable
- Knowledge of public library's and their functions desirable

Interpersonal Skills

- Ability to promote a positive image of the Library Service through professional standards of personal presentation
- Excellent communications skills
- Ability to promote good relationships with internal and external clients
- Excellent communication skills with all patrons and staff
- Approachability and awareness of patrons' needs
- Ability to have a flexible approach to work and changing priorities

Qualifications and Experience

- Minimum 2 years' relevant experience in a Communications, Marketing or similar role or
- Relevant Tertiary or Diploma Qualifications in Marketing or related discipline
- Lesser formal qualifications with relevant work skills and experience with the requirements of the work required

Conditions of Employment

Conditions of employment are as per the Casey-Cardinia Library Corporation's Enterprise Agreement, Corporation policies and procedures and the letter of offer.

- **Hours** – full time 38 hour a week employment model
- **Pre-Employment Medical** – The preferred applicant is required to undergo a pre-employment medical by a medical provider nominated by the Corporation and complete a Health Declaration prior to commencement.
- **Smoking** – Smoking is prohibited within all Corporation buildings and in Corporation vehicles.
- **Recreation Leave** – Annual leave must be taken at times that are mutually agreeable to both employee and employer, within twelve months of it falling due.
- **Sick Leave** – A medical certificate may be required for any absence and must be provided for sick leave exceeding three working days or absence on the working day before or after a rostered day off (if applicable), annual leave, LSL or public holiday.
- **Multiskilling** – The employee may be directed to carry out any duties within the limit of his/her skills, competence and training, provided that such duties do not promote a narrowing of their skill base.

- **Risk Management** – Employees are responsible for taking all reasonable steps to ensure they are aware of the inherent risks associated with their work and for taking appropriate action to minimise or eliminate such risks.
- **Employment Status** – Prior to commencement of duties the successful applicant must provide proof of permission to work in Australia.
- **Qualifying Period** – As per the Fair Work Act 2009 and Regulations – 6 months.
- **Working with Children Check** – mandatory requirement (Child Safe Standards 2017)

Inherent Physical Requirements

It is important that an employee understands the physical requirements involved in carrying out the duties of the positions.

Requirements	Frequency		
Passive	Possible	Occasionally	Regularly
Ability to stand for extended periods for the purpose of using a computer		✓	
Ability to sit for extended periods for the purpose of using a computer, travelling to various locations and attending a range of meetings			✓
Ability to read computer screens and fine print on documents for the purposes of researching various policy options			✓
Ability to communicate clearly both verbally and written			✓
Manual Handling			
Repetitive arm movements and manual dexterity for undertaking computer work and handling documents and files			✓
Issue and return of library materials using scanners and docket printers	✓		
Lifting of stock and library materials onto and off shelving	✓		
Pushing book trolleys	✓		
Lifting and moving of boxes and files on a regular basis		✓	
Agility			
Bending and stretching, including knee bending			✓

Note: This template does not represent an exhaustive account of all job factors however

it forms a basis to guide staff and medical professionals as to the activities for

which a personal capability must be sustained.

All staff are reminded that they should follow Health and Safety regulations and the Corporation's Health and Safety Manual Handling Policy when performing their duties.

Authorised: Melissa Martin (Manager, Organisational Development)

Date: April 2018