

<b>POSITION:</b>	<b>Marketing and Communications Officer</b>
<b>CLASSIFICATION:</b>	<b>Band 4, Part-time, 0.6 EFT</b>
<b>REVIEW DATE:</b>	<b>August 2019</b>
<b>TERM:</b>	<b>12 month contract</b>

## 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 Cranbourne, Doveton, Emerald, Endeavour Hills, Hampton Park, Narre Warren 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.

## Behaviours

Expected behaviours of the Brand and Publications 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, Brand and Publications Officer and Leadership Team

### 2. Communications

- Contribute to the implementation of Marketing and Communication Strategy
- Assist in content development, maintaining the brand's voice, and execution of the Social Media Strategy (including Facebook, LinkedIn, Twitter) and all Marketing and Communications initiatives
- 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, ensuring 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

- Investigate and undertake new projects or systems as required and produce documentation related to project management, analysis and evaluation
- Develop and maintain systems, procedures, record-keeping and reporting within specified marketing and communications projects
- Maintain confidentiality and comply with Privacy regulations

## Selection Criteria

- Minimum 2 years' relevant experience in a Communications or Marketing role and relevant Tertiary or Diploma qualifications in Marketing, Communications or related discipline

- Demonstrated experience in developing and implementing effective marketing and communications strategies and associated tactics
- Excellent written and oral communication skills, including writing and proofing online and offline content
- Intermediate experience in WordPress, Eventbrite, Microsoft Applications including Word, PowerPoint, Excel and SharePoint
- Experience in managing databases and CRM systems for marketing purposes
- Demonstrated experience working with local and metro media outlets
- A love and understanding for social media and digital marketing
- Current Drivers Licence and Working with Children Check

## Organisational Relationships

Reports to: Marketing Manager

Internal liaisons: Leadership Team, Brand and Publications Officer and all staff

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

## Extent of Authority and Accountability

- 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
- Good knowledge of using databases and CRM systems for marketing purposes
- Understanding of CCL vision, values and objectives (CCL Strategic Plan)
- Ability to coordinate the design of various pieces of marketing collateral following the brand's guidelines and tone of voice
- Knowledge of relevant local government procedures desirable
- Knowledge of public libraries and their functions desirable
- Experience in WordPress, Eventbrite and EDM software, such as Hubspot

## 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 customers and staff
- Approachability and awareness of customers' 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 and
- 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** – Part-time 0.6 EFT hours a week, including rostered days, based on 38-hour a week employment model
- **Health Declaration** – the preferred applicant will be required to complete a Health Declaration form as part of the conditions of employment.
- **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		
	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			✓
<b>Manual Handling</b>			
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		✓	
<b>Agility</b>			
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 (General Manager, Organisational Development)

**Date:** August 2019