



POSITION:	General Manager, Customer Experience
CLASSIFICATION:	Band 8
REVIEW DATE:	December 2023

Connected Libraries

Connected Libraries (CL) is a large Not for Profit public library service in Southeast Victoria providing services to community in the City of Casey. We are funded by Casey Council and the State Government. We support a rapidly growing and diverse community of more than 392,000 people.

Our libraries are located at Cranbourne, Doveton, Endeavour Hills, Hampton Park, and Bunjil Place, Narre Warren.

Our Vision

Inspiring spaces where everyone is free to discover possibilities.

Our Values and Guiding Behaviours

Creativity

- Thinking of new ways to do things is crucial to our success
- We challenge the status quo, if we believe a better way is possible
- We cultivate creativity in others

Teamwork

- When we all contribute, we excel
- We look out for each other
- We play to each other's strengths
- We work with our community

Social Intelligence

- We are mindful of people's feelings
- We know what to do to put others at ease
- We are kind, compassionate and look for the best in each other

Fairness

- We treat people fairly and recognise them as individuals
- We do not let our personal feelings bias our decisions about others
- We actively support social inclusion and connection
- We are accountable for our behaviour

Love of Learning

- We love learning about new things.
- We believe there is always an opportunity to learn
- We learn from each other

Humour

- Our humour enables us to express how we feel.
- We like to laugh, bringing smiles to other people
- We use humour to build connections and create a positive experience for everyone

Our Approach

- We put people first
- Pay it forward
- Follow up and reciprocate good deeds
- Help each other grow
- Share our stories and learn from each other
- Share ideas freely
- Quick little steps
- Give new things a go
- Momentum not perfection
- Encourage each other to take calculated risks
- Build confidence and resilience by working to our strengths
- Encourage authentic and courageous conversations
- Embrace the opportunity to learn when, things don't go as planned
- Acknowledge our partners
- Celebrate success



Position Objectives

Operational

- Contribute to the continuous improvement and development of Connected Libraries (CL) in delivering innovative and customer focused service consistent with CL's vision, values and objectives
- Provision of quality collections and procurement, organisation and dissemination of print, multimedia, e-formats
- Coordination of children and adult programs and services, CALD, collections, outreach, partnerships, digital literacy and information services and local history
- Community outreach focussing on the needs of particular target markets including CALD and housebound
- Marketing and promotion of the library service

Strategic

- Contribute to the development of an innovative and customer focused library service, that builds capacity in our communities
- Contribute to development and implementation of CL Library Plan
- Actively seek out, nurture and develop partnerships
- Support team collaboration and innovation
- Manage and continuously evaluate resources, systems and processes, costs and procedures to maximise productivity
- Provide positive leadership as a member of the Executive Team, upholding Connected Libraries values and behaviours at all times

Key Responsibilities and Duties

1. Leadership

- Contribute to the planning, development and implementation of CL policies, strategies and action plans
- Ensure that CL meets the goals and objectives as defined in the Library Plan
- Prepare reports for the Chief Executive Officer and the Board
- Ensure that the goals and objectives for your team are understood and met
- Provide leadership and promote positive workplace relationships
- Provide regular feedback that enables employees to do their job effectively and to improve performance and outcomes
- Participate in annual performance review requirements and to provide career development opportunities for your team
- Ensure team members understand workplace priorities and KPIs

2. Partnerships

- Develop the Partnership Strategy and Action Plan
- Promote the library service to relevant outside agencies and stakeholders
- Oversee stakeholder and partnership relationships
- Represent CL in partnership network groups
- Lead partnership services and programs across all branches

3. Branch Services

- Support branch staff in the delivery of accessible Digital Literacy, Information and Lending Services
- Actively seek grant opportunities and write applications for funding bodies as required
- Lead the Branch Managers and Team Leaders team to ensure delivery of excellent customer experiences and the development of community links and programs
- While rostering of branch teams sits with the General Manager Organisational Development (GMOD), work with the Leadership Team and GMOD to ensure high quality customer experiences are delivered to library users

4. Adult Programs and CALD services



- Develop the CALD Strategy and Action Plan
- Develop Adult Program Strategy and Action Plan
- Liaise with the community on library services and accessibility and develop effective relationships with key groups and partnerships within Council and Community Groups for all branches to benefit
- Provide engaging adult programs across all Branches to meet community needs and build library engagement

5. Collection Development

- Develop and maintain CL's collection development policy to ensure that infrastructure and resources are appropriate to community needs
- Contribute to the development of CL annual budget and strategic resource plan and manage relevant collection budgets
- Manage collection support and resource provision to meet customer needs via Libraries Victoria
- Ensure that the most advantageous arrangements with suppliers are negotiated in line with CL's Procurement Policy.
- Monitor the application of policies and priorities to ensure that collection development at all branches and region-wide are maintained and developed.
- Ensure acquisition, cataloguing and processing of library materials in accordance relevant standards
- Monitor the outsourcing of selected end processing/accessioning and cataloguing of appropriate materials.

6. Marketing and Promotion

- Oversee the development of CL's Annual Marketing Plan
- Work with CL's Marketing Manager to improve brand awareness and increase community membership and engagement

7. Children, Youth and Outreach Services

- Oversee the operation of Connected Libraries Outreach Innovation Projects (Cranbourne West Library lounge, Outreach Van, Library Lockers)
- Oversee the development of programs and activities related to children and young adults 0 to 18 years with a focus on literacy, language and lifelong learning
- Build and maintain services in the areas of housebound and aged/residential care
- Foster strong partnerships with member Council Officers/teams, to extend the reach and impact of library CL services

Selection Criteria

- Understanding and commitment to Connected Libraries Vision, Values and Objectives
- Demonstrated knowledge, experience and understanding of procurement and public library collections
- Experience and understanding of library programs and services for children and adults
- Developed skills in marketing and promotion
- Demonstrated knowledge of local communities, their needs and future planning
- Ability to provide positive leadership in a high intensity and complex work environment
- Proven ability to build and lead high performance teams
- Demonstrated ability to build positive relationships and collaborative partnerships
- Degree or Post Graduate qualification
- Demonstrated ability to develop and deliver projects on time and within budget
- Local Government and/or public library experience is essential
- Working With Children Check – mandatory requirement (Child Safe Standards 2017)
- Drivers licence



Organisational Relationships

Reports to:	Chief Executive Officer
Supervises:	Customer Experience Team, Collections Team; Marketing Team, Outreach Team, Program Teams
Oversees:	Children, Youth and Outreach Manager, Collections Manager, Marketing Manager, Branch Managers and Team Leaders
Internal liaisons:	Executive Team, Leadership Team, Regional Support staff and branch staff
External liaisons:	Suppliers, Council Officers, Board Members, Councillors. Community members, professional colleagues, sponsors and funding bodies.

Accountability and Extent of Authority

- In consultation, develop policy for collection development and customer services, including information, targeted programs and promotion
- Authorise expenditure of approved items, manage resources, set priorities and control budgets allocated within areas of responsibility
- Creating and maintaining accurate and complete records of the business activities related to this position.

Judgment and Decision Making

- Identify and resolve problems relating to Customer Services activities
- Formulate and present new policies, ideas and directions for collection development, customer services, including information, targeted programs and marketing
- Make decisions, establish priorities and direct the collection development and outreach programs and marketing budgets, with reference to policies already formulated

Specialist Skills and Knowledge

- Experience in developing, negotiating and managing a range of agreements and contracts with external parties
- Problem solving using both established technique and innovation
- Ability to formulate and develop policies and strategies for the library service.

Managerial Skills

- Experience successfully leading staff in a complex and changing environment
- Demonstrated ability to analyse complex issues to formulate, review, develop and implement policies and processes
- Ability to lead, inspire, motivate and manage staff from all levels of the organisation

Interpersonal Skills

- Effective verbal and written communication skills with a demonstrated ability to provide informed advice and prepare high level reports
- Demonstrated ability to build positive relationships and collaborative partnerships with external stakeholders and organisations
- Ability to communicate and promote the organisation to the community, liaise and consult with colleagues, represent the organisation on appropriate professional committees.

Qualifications and Experience

- Degree or Post Graduate Diploma with substantial leadership experience
- Local Government and/or public library experience is essential
- Knowledge of public library social and cultural goals, theory and practice

Conditions of Employment

Conditions of employment are as per the Casey Cardinia Library Enterprise Agreement, CL policies and procedures and the letter of offer.

- **Employment Status** - Prior to commencement of duties the successful applicant must provide proof of permission to work in Australia



- **Health Declaration** – the preferred applicant will be required to complete a Health Declaration form as part of the conditions of employment
- **Hours** – based on the 38-hour a week employment model, no rostered evening or weekend work required
- **Overtime** - any required overtime will be paid at appropriate penalty rates
- **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
- **Qualifying Period** – As per the Fair Work Act 2009 and Regulations – 6 months
- **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
- **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
- **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
- **Smoking** - Smoking is prohibited within all Library buildings and vehicles
- **Working with Children Check** – mandatory (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
Passive			
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			✓
Ability to drive a vehicle for the purpose of attending various work and other locations within the corporation, along with meetings outside the corporation.			✓
Manual Handling			
Repetitive arm movements and manual dexterity for undertaking computer work and handling documents and files			✓
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 is reminded that they should follow Health and Safety regulations and the Corporation's Health and Safety Manual Handling Policy when performing their duties.



Staff Member: _____

Signature: _____

Date: _____

Authorised: Beth Luppino (Chief Executive Officer)
Date: December 2023