

|                          |   |
|--------------------------|---|
| <b>Position Title</b>    | Technical Specialist Library eMarketing   |
| <b>Department</b>        | Community Services                        |
| <b>Unit</b>              | Community and Cultural Services           |
| <b>Team</b>              | Technology and Future - Library eServices |
| <b>Supervises</b>        | Nil                                       |
| <b>Reports To</b>        | Team Leader eServices                     |
| <b>Grade</b>             | F   |
| <b>Date Prepared</b>     | 9/12/2019                                 |
| <b>Date Last Updated</b> | 11/07/2024                                |

## Our Vision & Values: A leading organisation that collaborates & innovates



We are committed to **safety**



We work as one **team**



We act with **integrity**



We care about our **customers**



We **continuously improve**

## Primary purpose of position





To drive increased visitation, membership and engagement at Canterbury-Bankstown Library and Knowledge Centres through impactful promotion of library services via digital platforms, utilising data-informed insights to guide strategic marketing decisions.

## Accountabilities

- Manage and maintain library digital channels; including website, social media, eDMs and Google Business pages, in collaboration with internal stakeholders.
- Generate, collate, analyse and evaluate monthly and annual reports relating to library website, social media and eDMs.
- Plan and deliver eMarketing strategies to promote library services, collections and programs.
- Regularly analyse statistics and content metrics to make informed marketing decisions.
- Promote diversity and inclusion in marketing efforts.
- Monitor and respond to online enquiries and community feedback.
- Meet targets within budget and timeline.
- Act as liaison between library staff and CBCity Communications Unit, ensuring adherence to CBCity communication guidelines, policies and processes.
- Conduct training sessions for relevant library staff, utilising the experience and training obtained from CBCity Communications Unit
- Identify areas for improvement in digital marketing strategies, systems and processes.
- Remain informed about industry trends and best practices in digital marketing, social media and website management, with a focus on their application and relevance within library environments.
- Ensure compliance with data protection regulations and privacy policies in all digital marketing activities.
- Actively participate in eServices team meetings and contribute to the team's operational plan.
- Provide excellent customer service, in accordance with the Unit's Customer Service Charter.
- Undertake rostered desk duties and other duties as required.

## Position capabilities and level

Below is the full list of capabilities and the level required for this position. The capabilities in bold are the focus capabilities for this position. Refer to the next section for further information about the focus capabilities.

| Capability Profile – Senior Technical/ Professional Specialist  |                                   |          |
|---|-----------------------------------|----------|
| Capability Group  | Capability Name                   | Level    |
| <br><b>Personal Character</b>  | <b>Lead Self</b>                  | Advanced |
|   | Display Resilience                | Adept    |
|   | Act with Integrity                | Advanced |
|   | Safety and Accountability         | Advanced |
| <br><b>Relationships</b>      | Communicate and Engage            | Adept    |
|   | Customer and Community Focus      | Adept    |
|   | <b>Work Collaboratively</b>       | Advanced |
|   | Influence and Negotiate           | Adept    |
| <br><b>Results</b>           | <b>Plan and Prioritise</b>        | Advanced |
|   | Think and Solve Problems          | Adept    |
|   | Innovate and Improve              | Advanced |
|   | Deliver Results                   | Advanced |
| <br><b>Resources</b>         | Finance                           | Adept    |
|   | Assets and Tools                  | Adept    |
|   | <b>Technology and Information</b> | Adept    |
|   | Procurement and Contracts         | Adept    |
| <br><b>People Leadership</b> | Manage and Develop People         | N/A      |
|   | Inspire Direction and Purpose     | N/A      |
|   | Optimise Workforce Contribution   | N/A      |
|   | Lead and Manage Change            | N/A      |

## Focus Capabilities

The focus capabilities for the position are those judged to be most important at the time of recruiting to the position. That is, the ones that must be met at least satisfactory level for a candidate to be suitable for appointment.

### CBCity Capability Framework - Focus Capabilities

| Group & Capability        | Level    | Behavioural Indicators  |
|---------------------------|----------|---|
| <b>Personal Character</b> |          |   |
| Lead Self                 | Advanced | <ul style="list-style-type: none"> <li>• Demonstrates motivation to serve the community and organisation</li> <li>• Initiates team activity on organisation/unit projects, issues and opportunities</li> <li>• Seeks and accepts challenging assignments and other development opportunities</li> <li>• Seeks feedback broadly and asks others for help with own development areas</li> <li>• Translates negative feedback into an opportunity to improve</li> </ul>  |
| <b>Relationships</b>      |          |   |
| Work Collaboratively      | Advanced | <ul style="list-style-type: none"> <li>• Builds a culture of respect and understanding across the organisation</li> <li>• Facilitates collaboration across units and recognises outcomes resulting from effective collaboration between teams</li> <li>• Builds co-operation and overcomes barriers to sharing across the organisation</li> <li>• Facilitates opportunities to develop joint solutions with stakeholders across the region and sector</li> <li>• Models inclusiveness and respect for diversity in people, experiences and backgrounds</li> </ul> |
| <b>Results</b>            |          |   |
| Plan and Prioritise       | Advanced | <ul style="list-style-type: none"> <li>• Ensures business plans and priorities are in line with organisational objectives</li> <li>• Uses historical context to inform business plans and mitigate risks</li> <li>• Anticipates and assesses shifts in the environment and ensures contingency plans are in place</li> <li>• Ensures that program risks are managed and strategies are in place to respond to variance</li> </ul>   |

|                            |       |  |
|----------------------------|-------|--|
|                            |       | <ul style="list-style-type: none"> <li>• Implements systems for monitoring and evaluating effective program and project management</li> </ul>  |
| <b>Resources</b>           |       |  |
| Technology and Information | Adept | <ul style="list-style-type: none"> <li>• Selects appropriate technologies for projects and tasks</li> <li>• Identifies ways to leverage the value of technology to achieve outcomes</li> <li>• Ensures team understands their obligations to use technology appropriately</li> <li>• Ensures team understands obligations to comply with records, information and knowledge management requirements</li> </ul> |

\* Focus Capabilities are those judged to be the most important at the time of recruiting to the position. The mix of “focus” capabilities can change over time, reflecting changing work priorities and current team strengths.

### Delegations

Decisions associated with this position are to be made in accordance with the Delegations of Authority (Policy186) approved by the Chief Executive Officer.

### Code of Conduct

All staff are required to adhere to the Code of Conduct (CP25).

### Work Health & Safety

All staff are required to adhere to Council’s WHS&E Responsibilities and Authorities document (REF229) and associated policies and procedures.

### Records Management

All staff are required to comply with Council’s Records and Information Management policies, procedures and guidelines.

### Qualifications and Experience

#### Essential Qualifications

- Tertiary qualifications in marketing or copywriting.
- Working with Children Check

#### Essential Experience

- At least three years' experience in the following;
- Copywriting and editing, particularly in creating clearly understandable and creative content.
- Digital marketing, including website management, EDMs and social media.
- Content Management Systems, such as SharePoint or Drupal

- Social Media Management tools, such as Hootsuite
- eDM platforms, such as Vision6
- Data Analysis and Reporting Tools, such as Google Analytics, Power BI or Google Data Studio
- Graphic Design Tools, such as Adobe Creative Suite or Canva
- Development, execution and evaluation of effective online marketing strategies
- Ability to effectively collaborate with diverse stakeholders who have competing needs and priorities
- Ability to manage multiple tasks and priorities in a fast-paced environment to meet deadlines
- Committed to delivering high-quality customer service through continuous improvement
- Exceptional interpersonal, oral and written communication skills, with high level English

### Desirable Qualifications and or Experience

- Proficiency in graphic design, including image editing.
- Previous experience in a library or cultural institution setting.
- Current Class C driver's licence.

| HUMAN RESOURCES USE (SELECT YES OR NO)   | YES                                      | NO                                  |
|--|--|-------------------------------------|
| Does this position fall under the definition of child related employment?                | <input checked="" type="checkbox"/>      | <input type="checkbox"/>            |
| Does this position require incumbent to undergo criminal reference check?                | <input type="checkbox"/>                 | <input checked="" type="checkbox"/> |
| Does this position require incumbent to demonstrate good driving Licence class required: | <input type="checkbox"/>                 | <input checked="" type="checkbox"/> |
|  | <a href="#">Click to Specify Licence</a> |                                     |
| Will incumbent need to make disclosure of pecuniary interest?                            | <input type="checkbox"/>                 | <input checked="" type="checkbox"/> |
| Could there be a conflict of interest with secondary employment?                         | <input type="checkbox"/>                 | <input checked="" type="checkbox"/> |