

Position Title	Technical Specialist Library eMarketing
Department	Community Services
Unit	Community and Culture Services
Team	Technology and Future - Library eServices
Supervises	Nil
Reports To	Team Leader eServices
Grade	F
Date Prepared	12/09/2019
Date Last Updated	31/01/2023

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

Coordinate and facilitate effective promotion of library services through digital channels to drive visitation, membership and participation at Canterbury-Bankstown Library and Knowledge Centres.


Accountabilities

- Regularly create, review, up-date and manage content for the library's website, social media applications and eNewsletter, in consultation with relevant stakeholders.
- Ensure digital content is relevant, accurate and targeted to the Canterbury-Bankstown community.
- Ensure targets and deadlines are met, within time and on budget.
- Proactively and positively collaborate with relevant stakeholders (internal and external) to promote library collections, programs and services via digital communication channels.
- Provide accurate statistical reports relevant to the library's web presence, social media content and eNewsletter on a regular basis.
- Investigate and recommend improvements to digital marketing strategies, systems and processes to maximise service delivery.
- Undertake customer service desk duties as required.
- Other relevant 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
 Personal Character	Lead Self	Advanced
	Display Resilience	Adept
	Act with Integrity	Advanced
	Safety and Accountability	Advanced
 Relationships	Communicate and Engage	Adept
	Customer and Community Focus	Adept
	Work Collaboratively	Advanced
	Influence and Negotiate	Adept
 Results	Plan and Prioritise	Advanced
	Think and Solve Problems	Adept
	Innovate and Improve	Advanced
	Deliver Results	Advanced
 Resources	Finance	Adept
	Assets and Tools	Adept
	Technology and Information	Adept
	Procurement and Contracts	Adept
 People Leadership	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
Personal Character		
Lead Self	Advanced	<ul style="list-style-type: none"> • Demonstrates motivation to serve the community and organisation • Initiates team activity on organisation/unit projects, issues and opportunities • Seeks and accepts challenging assignments and other development opportunities • Seeks feedback broadly and asks others for help with own development areas • Translates negative feedback into an opportunity to improve
Relationships		
Work Collaboratively	Advanced	<ul style="list-style-type: none"> • Builds a culture of respect and understanding across the organisation • Facilitates collaboration across units and recognises outcomes resulting from effective collaboration between teams • Builds co-operation and overcomes barriers to sharing across the organisation • Facilitates opportunities to develop joint solutions with stakeholders across the region and sector • Models inclusiveness and respect for diversity in people, experiences and backgrounds
Results		
Plan and Prioritise	Advanced	<ul style="list-style-type: none"> • Ensures business plans and priorities are in line with organisational objectives • Uses historical context to inform business plans and mitigate risks • Anticipates and assesses shifts in the environment and ensures contingency plans are in place • Ensures that program risks are managed and strategies are in place to respond to variance

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

* 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 General Manager.

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

- Relevant qualifications in marketing or copywriting
- Working with Children Check

Essential Experience

- Experience with copywriting, digital marketing, content management systems, eDMs and social media applications.
- Exceptional oral and written communication and interpersonal skills, including high level English.
- Ability to work independently and collaboratively.
- Experience in contributing to online marketing strategies.

- Experience with online analytical tools to determine marketing effectiveness.
- Commitment to delivering quality customer service through continuous improvement strategies.
- Excellent project management skills with a proven ability to manage concurrent tasks and competing priorities in a timely manner.

Desirable Qualifications and or Experience

- Undergraduate marketing degree or similar relevant tertiary qualifications.
- 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: C Class Drivers Licence	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Will incumbent need to make disclosure of pecuniary interest?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Could there be a conflict of interest with secondary employment?	<input checked="" type="checkbox"/>	<input type="checkbox"/>