

<b>POSITION:</b>	<b>Marketing Manager</b>
<b>CLASSIFICATION:</b>	<b>Band 6, part time 30.24 hours per week</b>
<b>REVIEW DATE:</b>	<b>August 2018</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 a Marketing Manager 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
- A willingness to 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 in the library, online and outside the four walls
- Provision of support and assistance to all library users

## Strategic

- Contribute to the development of innovative and customer focused library service, building capacity in our communities
- Contribute to development and achievement of CCL Library Plan
- Deliver key outcomes articulated in CCL Marketing and Communications Strategy
- 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, specialist meetings as required and meetings with your manager
- Nurture partnerships with other organisations including schools, community organisations and other local government services

## Position Purpose

The Marketing Manager plays a key role in the management and promotion of CCL's brand.

This role is responsible for leading and co-ordinating CCL's marketing and communications including internal engagement strategies.

## Responsibilities and major activities

- Delivery of the CCL Marketing and Communications Strategy along with associated plans and activities
- Work collaboratively with colleagues across the library service to develop and deliver successful stakeholder engagement strategies and campaigns
- Project manage delivery of corporate publications on time and within budget
- Work effectively with external service providers such as photographers, graphic designers to develop and deliver effective marketing and engagement outputs
- Initiate, develop and manage relevant whole-of-organisation communication policies and tools and effectively manage CCL's brand and visual style
- Support the CEO and corporate management team to effectively communicate with, and engage stakeholders, including the development and delivery of internal and external presentations and stakeholder engagement events
- Supervise the Communications Officer to ensure all marketing material, publicity and related collateral is planned, delivered and evaluated on time and within budget
- Operate effectively as a member of the library management team contributing towards achievement of common goals, providing support and advice to team members

## Selection Criteria

- A tertiary qualification in marketing/communications
- Significant experience in communications/marketing role within the not for profit or related sector
- Proven project management skills and experience delivering campaigns, marketing projects and events
- Outstanding written and verbal communication skills
- Proven track record of establishing partnerships that deliver positive outcomes
- Ability to work independently and as part of a team to meet organisational strategic outcomes
- Demonstrated leadership skills
- Driver's licence essential

## Organisational Relationships

Reports to: General Manager, Customer Experience

Supervises: Communications Officer

Internal liaisons: Executive Team, Leadership Team and all staff

External liaisons: Customers, Councils, schools, community groups and training providers

## Accountability and Extent of Authority

- Manage projects in accordance with CCL policy and practice
- Sound judgement for problem solving

## Judgment and Decision Making

- Ability to think strategically and anticipate potential opportunities and challenges
- High degree of initiative
- Resilient and composed under pressure with ability to meet tight deadlines

## Specialist Skills and Knowledge

- Understanding of the strategic objectives of CCL

- Familiarity with relevant budgeting techniques
- Ability to inform the development of policies and strategies for the library service

### Managerial Skills

- Demonstrated skills in setting priorities time management, planning, and organising one's own work and that of the team
- Ability to implement personnel practices including those related to equal opportunity, occupational health and safety and training and development
- Ability to achieve strategic objectives within timeframes and budget
- Ability to train and supervise other staff in the execution of established procedures and oversee project teams

### Interpersonal Skills

- Excellent communicator, with highly developed oral and written skills
- Initiative, drive and enthusiasm with ability to bring others on board
- Proactive, timely and flexible approach

### Qualifications and Experience

- A tertiary qualification in marketing/communications or related discipline  
OR
- Lesser formal qualifications with relevant work skills & experience commensurate with the requirements of the work required

### Conditions of Employment

Conditions of employment are as per the Casey Cardinia Library Enterprise Agreement, Corporation 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** – include rostered day, evenings and weekend shifts and are based on the full time 38 hour a week employment model
- **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 Corporation buildings and in Corporation 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
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 should follow Health and Safety regulations and the Corporation's Health and Safety Manual Handling Policy when performing their duties.

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**Authorised:** Beth Luppino General Manager, Customer Experience  
**Date:** August 2018