

POSITION:	Digital Marketing Officer
CLASSIFICATION:	Band 4, Part-time, 0.8 EFT
REVIEW DATE:	March 2021

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 460,000 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 Mission

To encourage lifelong learning, increase literacy and build strong, resilient communities across the Casey Cardinia region.

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

- 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

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 and Leadership Team

2. Communications

- Contribute to the implementation of Marketing and Communication Strategy
- Contribute to the implementation of Social Media Strategy,
- Assist in building the CCL website and content, and maintaining the brand's voice
- Use templates to create and execute all email marketing campaigns, ensure database is current
- Manage, upload and maintain events on Event Management Software
- Where required, moderate online events
- Statistical reporting on all digital platforms CCL uses, including by not limited to Social Media platforms, email marketing campaigns, Google analytics
- Coordinate CCL podcast production
- Under guidance of Marketing Manager, oversee the Digital Library branch (including layout, accessibility, updating content, reporting on usage)
- Provide support to library staff who coordinate library events and programs

3. Project Management

- Investigate improvements to systems, procedures, record-keeping and reporting within specified marketing and communications projects
- Responsible for the timely provision and efficient execution of assigned projects,
- Maintain confidentiality and comply with Privacy regulations

Key Selection Criteria

- Minimum 2 years' relevant experience in a Communications or Marketing role and relevant Diploma qualifications in Marketing, Communications or related discipline
- Demonstrated experience in developing and implementing effective marketing and communications strategies

- Demonstrated analytical ability and confidence in translating data insights into operational efficiencies
- Excellent written and oral communication skills, including writing and proofing online and offline content
- Experience with digital marketing and advertising campaigns
- Demonstrated experience with Microsoft Applications including Word, PowerPoint, Excel and SharePoint
- Demonstrated experience in website content and optimising functionality through WordPress,
- Experience in managing databases and CRM systems
- Current Drivers Licence and Working with Children Check

Organisational Relationships

Reports to: Marketing Manager

Internal liaisons: Leadership Team and all staff

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

Extent of Authority and Accountability

- 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
- Collate data and information on quality and cost effectiveness of publications and communications for Marketing Manager
- Edit, assess and accept information for publication
- Provide information to staff as required
- Authority to operate within established policies and procedures

Specialist Skills and Knowledge

- Good knowledge of project management practices
- Good knowledge of using databases and CRM systems
- 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, Event Management Software, EDM software, such as Campaign Monitor

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 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.

- **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** – part-time, based on the 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 Library buildings and in Library 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			✓
Manual Handling			

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		✓	
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: Melissa Martin (General Manager, Organisational Development)

Date: March 2021