



POSITION DESCRIPTION

POSITION:	Manager Marketing and Communications
SECTION:	Corporate Services
LOCATION:	Administration - 30 Brougham Street
AWARD CLASSIFICATION:	Band 7
POSITION DURATION:	Permanent Full Time
HOURS OF DUTY:	76 hour fortnight
CONDITIONS OF EMPLOYMENT:	Geelong Regional Library Corporation Enterprise Agreement (2010)
OCCUPANT:	Vacant
APPROVED BY:	Chief Executive Officer
DATE:	May 2013

Our Vision

A strong vibrant connected community enriched by reading and emboldened by learning through access to the world of information and knowledge

Our Mission

We are an exemplary library delivering high quality services, programs, spaces and experiences that create opportunities for our community to read, learn and connect with each other through ready access to information and the expertise and knowledge of our staff

Our Goals

Our goals focus on people, and our role in helping the community to read, learn and grow

Goal One: *Stronger inclusive communities*

Goal Two: *Learning and literacy for all*

Goal Three: *Access to ideas and a love of reading*



ORGANISATIONAL CONTEXT

Established in 1997, Geelong Regional Library Corporation (GRLC) is a cooperative venture of four municipalities: Borough of Queenscliffe, City of Greater Geelong, Golden Plains Shire and Surf Coast Shire. Total population served is just over 260,000, through an extensive network of 16 branch libraries, 2 mobile libraries and virtual library services. The Corporation is governed by a Board comprising Councillors from each of the member Councils.

The Regional Library Support Centre delivers services on a regional basis via the branch, mobile and virtual network of libraries including specialist skills & knowledge, technical services and administrative support.

Our focus is on people and the library's role in assisting the community to read, learn and grow. Areas of priority include addressing library building infrastructure, increasing the volume & range of our print and electronic library collections, strengthening existing partnerships and developing new ones, introducing different service models including home library services, delivering a wide range of community programs and events with a focus on literacy and reader development, harnessing new technologies for improved service delivery, continued workforce development and long term financial sustainability.

Our commitment to providing free, accessible and universal access to library services ensures that we welcome all members of the community encouraging involvement from the broadest spectrum of users. Our strong principles (articulated in "The Way We Work" detailed below) combined with our commitment, energy and bold strategy will ensure that GRLC's positive impact on our region continues to grow.

The Library Plan 2008 – 2013

The Way We Work:

- Intellectual freedom
- Equity and access
- Community focus and engagement
- Innovation
- Collaboration
- Workforce support and development
- Integrity and Service excellence
- Alignment with member Councils



ORGANISATIONAL RESPONSIBILITIES

To contribute to the achievement of our Vision and Mission through the actions identified in the Strategic Plan 2008 - 2013

To contribute to a creative and productive Corporate Services Team and GRLC

To enable the delivery of our Customer Service Charter through individual and team actions

To take reasonable care for your own health and safety and that of others who may be affected by your acts or omissions in our workplace

ORGANISATIONAL RELATIONSHIPS

Reports to: Executive Manager Corporate Services

Directly supervises: -

Internal Liaisons: All staff
GRLC Library Board

External Liaisons: Library users
Media Organisations and outlets
Community and Education sectors
Victorian public library colleagues
External suppliers, contractors and service providers
Member Council staff
Guests and visitors to the libraries

POSITION OBJECTIVES

Develop and implement marketing and communications strategy including web, social media, print and face to face, marketing and branding to further the Library's strategic objectives and increase membership

Develop and provide marketing, communication, publication and public relations services and advice

Develop and deliver media strategy and develop relationships with media stakeholders to ensure maximum positive exposure of GRLC

Develop and implement high standard marketing collateral and publicity

Contribute to GRLC forward planning processes, particularly the marketing and promotion to the communities served in the member council areas

Fulfil the organisational objectives in accordance with approved plans, policies, procedures and guidelines

Devise and implement tactical marketing plans for the promotion of Library collections, services, events and programs aimed at increasing engagement with key audiences onsite and online

Develop and implement a sponsorship and fundraising strategy



KEY RESPONSIBILITIES

1. Media and Communications

Develop and execute library media strategy

Develop and maintain positive media relations to ensure maximum positive exposure

Undertake strategic communications audit and develop communication strategies for engaging both internal and external stakeholders on matters of strategic importance

Plan for and maximise customer participation in consultation and feedback opportunities, such as DPCD survey and focus groups

Produce key corporate communications documentation, strategic documents and annual report

Work cross-functionally to support the activities of the Board, Executive Management and libraries including media releases and opportunities, speech writing and development of presentation slides or other communication tools

Source and where appropriate provide media and communications training for staff

Maintain networks to facilitate GRLC's connectedness to the region's external businesses and community groups

2. Events and Programs

Plan and implement promotion of events to target audiences in order to maximise attendance

Manage all communications strategies, including marketing collateral, corporate publications and media releases to maximise promotion and reach of activities

Develop, communicate and monitor compliance of policies, guidelines and procedures related to organisation wide marketing and communications

3. Promotion and Marketing

Develop and execute Marketing and Communications strategy

Implement and maintain appropriate databases of contacts, events and promotions

Review marketing and communication activities to ensure they are linked to organisational goals and objectives, and leverage assets across the Library to enhance its brand and reputation

Review Library publications and other promotional activities and develop an integrated marketing plan for public outreach and sponsorships/ partnerships

Review and redevelop the presentation of website, intranet, social media and other digital applications to ensure currency and communication excellence whilst enabling continuous improvement

Create a protocol framework for user management of content on various platforms

Assist in providing content, production and design advice for all marketing publications and collateral including, as required, developing new publications and other collateral opportunities to assist in achieving targets.

Identify, develop and co-ordinate merchandising opportunities for the Library



Leverage existing and emerging technologies to engage audiences including integration of social media into marketing campaigns and activities to maximise effectiveness

Conduct market research to understand the needs of specific target groups and ensure maximum participation in all internal and external library surveys and polls

In collaboration with relevant staff, manage high quality and effective marketing and promotion activities through a variety of mediums including print, radio and virtual

Manage the production of high quality, consistent and cost-effective materials

4. People and Teams

Model positive leadership to facilitate forward thinking, creativity and innovative solutions

Lead and coach staff to develop, promote and deliver programs, events and displays

Promote a community focused orientation and team spirit

Model & encourage collaboration & engagement with key stakeholders and suppliers

Contribute to the successful operation of the library service by working collaboratively to meet organisational goals and strategies

Model professional awareness through sharing of current professional reading of relevant literature and attendance at professional meetings and seminars

Prepare annual work plans to support organisational objectives

5. Information Technology

Develop, execute and monitor policies and plans for the use of emerging technologies, including social media applications, to enable corporate communications and the marketing of events and programs

Produce marketing collateral such as fliers, brochures, programs, calendars and reports using current and emerging technologies

Apply emerging technologies to daily operational work to ensure effective and efficient delivery of services, in consultation with specialist staff as required

6. Budget

Contribute to the development of the marketing and communications related budget

Monitor expenditure in accordance with the budget and library guidelines

Work with the Executive team and others to ensure maximum value is achieved in return for the expenditure of library revenue on marketing and communications

Ensure compliance with procurement policies and procedures

7. Reporting

Monitor and report on the evaluation of marketing and communications initiatives

Oversee maintenance of appropriate databases

Submit clear and concise reports as required

SPECIALIST SKILLS AND KNOWLEDGE

A relevant tertiary qualification and demonstrated work experience in relevant area, such as marketing and/or, communication and event management

Ability to inform and implement library policies and strategies

Ability to attract and retain sponsorship arrangements as well as source, attain and acquit other funding opportunities

Experience in applying and interest in latest developments in media trends, information technology and provision of virtual communications

Excellent problem solving and analytical skills with an ability to develop innovative and creative solutions to marketing problems

Desktop publishing skills for print and online

Demonstrated capacity to implement and lead projects in a change environment including the ability to organise and prioritise effectively, undertake multiple tasks, meet tight deadlines and budgets whilst modeling initiative, flexibility and enthusiasm

Proven ability to build relationships with variety of stakeholders and commit to delivering high quality customer service, whether communicating in writing or verbally

Copy writing and editing skills, including experience in writing publications, newsletters and online content. Highly developed creative writing and design skills

Experience in event management, public relations and/or media relations

Demonstrated understanding of the role of public libraries in communities and a community focused approach to service delivery

Sound knowledge of, and experience in, developing, negotiating and managing a complex range of contracts and agreements with external parties

Ability to manage the requirements of the position and develop, initiate and promote best practice initiatives in the field of communications

MANAGEMENT SKILLS

Demonstrated ability to lead projects, foster high morale, provide feedback and coach for best practice marketing and communications across GRLC

Manage relevant budget expenditure and make recommendations for budget consideration for future capital, operational and/or development initiatives

Achieve GRLC objectives through the management of key deliverables and responsibilities within budget and timelines

Participate and contribute to the development of the Corporation as part of the Library Leadership team

Actively contribute to strategic and operational planning, development and review of policy and management, specifically the Marketing Strategy

Actively identify, seek and secure funding from external sources to contribute to the achievement of the Corporation's vision, mission, goals and strategies

Submit clear and concise reports in relation to Communications operations and key performance indicators according to organisational timelines and requirements



INTERPERSONAL SKILLS

Highly developed interpersonal and written communication skills
Strong emotional literacy that enables effective leadership and development of staff
Ability to gain cooperation and deliver projects whilst developing and maintaining partnerships with key stake holders
Ability to liaise effectively and sensitively with a diverse community

QUALIFICATIONS AND EXPERIENCE

Tertiary qualification in Marketing and /or eligibility for Associate membership ALIA
Experience in the management, promotion and delivery of corporate communication strategic and operational activities
Experience working in a public sector environment is highly desirable

KEY SELECTION CRITERIA

Tertiary qualifications in a relevant discipline
Demonstrated ability to manage innovative and professional website, intranet, social media and other digital applications to maximise community and staff engagement
Demonstrated ability to manage corporate communications related strategic and operational activities in a changing environment
Proven ability to develop and implement strategies that will contribute to increased membership, funding opportunities and strong partnerships with key stakeholders
Proven ability to manage human, financial and physical resources
High level technology skills and knowledge
Ability to manage diverse projects and oversee multiple operational activities
Highly developed oral & written communication skills
Exceptional relationship management and communication skills
Current Victorian Drivers Licence

TERMS AND CONDITIONS

The Manager Marketing and Communications is classified as a Band 7 within the Geelong Regional Library Corporation Enterprise Agreement 2010 and the salary is currently \$74,772.70 - \$83,051.60. Vision Super scheme is the default fund determined in the Enterprise Agreement. Annual, sick and long service leave accruals will apply pursuant to the Enterprise Agreement.

Flexible hours will be agreed to enable attendance, where necessary, at events and other library activities that may be held in the evening and at weekends.

Appointment to this position is subject to the successful applicant being able to provide or willing to undergo a Police check.



SPECIAL CHARACTERISTICS

In line with operational requirements, work may be at any service location within the Corporation. Flexible hours will be agreed to enable attendance at events and other library activities that may be held in the evening and at weekends.

Physical work and manual handling is an intrinsic requirement of working in libraries. This includes standing for significant periods of time and continuous activity that involves movements such as lifting, bending, carrying and pushing.