

POSITION DESCRIPTION

Position Title	Coordinator Marketing and Communications
Position Number	C18
Department	Corporate Services
Classification	Band 6
Date Approved	March 2025
Probationary Period	6 months
Mandatory Checks	Working with Children Check and National Police Check

Reports to	Manager Corporate Services
Supervises	Marketing and Communications Assistant
Internal Liaisons	Manager Collections and Information Services, Manager Library Operations, Branch Managers, Coordinator Partnerships and Programs, Librarians, staff at all levels.
External Liaisons	Council and government departments and agencies, media, educational institutions, other libraries and municipalities, service providers, professional associations, businesses, community groups and local organisations, potential sponsors and library users.

OUR ORGANISATION

Whitehorse Manningham Regional Library Corporation delivers high quality library services to the communities of Whitehorse and Manningham. The Corporation operates branch libraries at Blackburn, Box Hill, Bulleen, Doncaster, Nunawading, The Pines, Vermont South and Warrandyte. Online services are provided through www.wml.vic.gov.au.

POSITION OBJECTIVES

Strategic:

- Provide expert advice on an effective marketing strategy to enhance the library's profile in the community.

Operational:

- Further develop and implement the library's marketing strategy.
- Coordinate external communications with stakeholders across a range of media
- Control the application of Corporate branding throughout the organisation

KEY RESPONSIBILITY AREAS

Marketing

- Provide expert advice on developing effective marketing strategies to further develop and enhance the library's profile in the community.
- Provide support to library staff engaged to promote the library service at external forums and events as required. This includes the provision of appropriate marketing collateral.
- Provide library branch staff with marketing strategies for events and programs.
- Support the promotion and management of donation and bequest initiatives.
- Identify potential partnerships with the business community and industry networks to encourage sponsorship and other funding opportunities.
- Ensure compliance with Corporate branding throughout the organisation
- Provide a range of strategies for marketing to different targeted community groups
- Develop and implement a membership retention and attraction strategy
- Provide reports on the outcomes of specific marketing campaigns
- In consultation with Manager Corporate Services, deliver marketing projects in accordance with the allocated budget.
- Collect, analyse and report on quarterly marketing statistics

Communications

- Oversee external communications, library collateral and publications to ensure consistency of message and branding.
- Develop and implement communications policies and procedures as required
- Manage and maintain online communications content; including the library's website, intranet, social media and other online communication tools.
- Review current communication tools and make recommendations to enhance, improve or introduce new methods.
- Write and submit media releases. Develop and implement a media and public relations plan.
- Write and edit a wide range of library communications.
- Coordinate the production and publication of regular newsletters and other corporate publications in liaison with library staff and external suppliers.
- Assist in the coordination and publication of the Annual Report.
- Liaise with photographers, media and Councils where required.
- Refresh and manage the corporate photograph files to ensure compliance with Corporation policy and effective enhancement of collateral.

Risk Management

- Provide a safe working environment in accordance with Occupational Health and Safety legislation and WMRLC policies and procedures.
- Identify and manage risks associated with areas of responsibility in accordance with the WMRLC Risk Management Policy.
- Knowledge of and commitment to the principles of Risk Management.

Other Duties

- Other related tasks associated with the role, as directed.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

The position is accountable to the Manager Corporate Services for the effective and efficient development, delivery and specialist advice for marketing and communication strategies which ensure the achievement of Corporate and Departmental goals.

The incumbent has the authority and freedom to act within established operational and budgetary guidelines with a regular reporting mechanism to ensure adherence to goals and objectives. Within their area of responsibility the incumbent fully briefs the Manager Corporate Services on significant issues.

JUDGEMENT AND DECISION MAKING

Decisions made by the position have significant effect on the quality and cost of Branch services. The incumbent operates in a broadly regulated environment with methods, procedures and processes developed from theory or precedent. The incumbent will be expected to work independently and guidance and advice may not always be available internally. Position objectives are established through Departmental goals and policy, although the work may involve improving and/or developing methods and techniques, generally based on previous experience.

KEY COMPETENCIES

Specialist skills and knowledge

- Understanding of Corporate and Departmental goals and policies.
- Demonstrated knowledge and experience in the development and implementation of marketing strategies.
- Experience in digital marketing.
- Demonstrated understanding of working within a Local Government environment
- Demonstrated experience and ability in writing and editing a range of documentation, including media releases and speeches.
- Strong information technology skills, including experience and understanding of web and social media content delivery.
- Ability to embrace new technologies.
- Demonstrated experience in marketing to diverse communities. Experience in delivering these services to the Chinese speaking community an advantage.

Management/organisational skills

- Strong commitment to high quality customer service.
- Demonstrated ability to set priorities, plan, co-ordinate resources and manage time effectively to achieve objectives within a set timeframe.
- Ability to develop, implement and deliver on library service strategies within identified budget and timeframe.
- Demonstrated ability to ensure all information and documentation is treated in accordance with Records Information Management policy and procedures.

Interpersonal Skills

- Well-developed inter-personal skills and the ability to gain co-operation and assistance from others.
- Excellent oral and written communication and editing skills.
- Demonstrated ability to manage relationships with a diverse range of stakeholders.
- Ability to exercise initiative and use independent judgement.
- Ability to resolve conflict.
- Supervisory skills.

- Sound public relations and public speaking skills and the ability to represent the organisation in a public forum.
- Support for the achievement of team objectives before individual goals.

QUALIFICATIONS AND EXPERIENCE

- Tertiary qualifications in a relevant field essential; eg marketing and communications
- Proven experience in the provision and development of marketing strategies and promotional programs.
- Valid Victorian drivers licence preferred.

INHERENT REQUIREMENTS OF THE POSITION

Task	Performed Often (5+ times in one shift or sustained for 30 minutes)	Performed Sometimes (Less than 5 times in one shift)	Never / Rarely Performed
Passive			
Keyboard duties	✓		
Reading tasks	✓		
Writing tasks	✓		
Telephone duties (incoming and outgoing calls)	✓		
Sitting (extended periods)	✓		
Walking / Standing (brief periods)	✓		
Walking / Standing (extended periods)	✓		
Climbing stairs		✓	
Driving a car		✓	
Manual Handling			
Lifting / carrying < 20kg		✓	
Lifting / carrying > 20kg			✓
Pushing / Pulling trolleys		✓	
Bending, squatting or reaching		✓	
Repetitive arm / wrist movements	✓		
Bending or twisting spine	✓		
Looking up/down	✓		
Reaching forwards or sideways	✓		
Gripping or grabbing	✓		
Sensory			
Fine Hand Coordination		✓	
Hearing – hold direct conversation	✓		
Hearing – telephone	✓		
Visual – read materials and signage	✓		
Emotional			
Exposure to challenging conversations and behaviours		✓	
Dealing with grief and loss		✓	
Communicating with elderly patrons		✓	
Communicating with Non-English speaking patrons		✓	
Providing empathy and support	✓		

Note: This table is not an exhaustive of all the job factors, however forms a basic capability guide to the activities required to undertake the role.

HOURS OF DUTY

- Engaged on the basis of a 38 hours week pay scale (Pro Rata).
- The incumbent may be required to undertake out of hours, evening and weekend work.

REMUNERATION

In the range Band 6A – 6C

SELECTION CRITERIA

- Relevant qualifications and experience in communication, marketing or a related field.
- Ability to foster and maintain positive partnerships with key stakeholders.
- Ability to achieve required budget outcomes.
- Demonstrated management, supervisory and leadership abilities.
- Demonstrated experience in writing for different audiences across a diverse range of mediums.
- Demonstrated, sound oral, written and influencing skills.
- Strong commitment to quality and customer service.

GENERAL EMPLOYMENT CONDITIONS

1. General Conditions

- WMRLC employees are required to observe all Corporation policies, codes of conduct and follow work instructions and relevant regulations.
- Employees are expected to manage Corporation records in accordance with the relevant policies and procedures.
- Working conditions are governed by the WMRLC Enterprise Agreement.

2. OH&S and Risk Management

All staff are expected to:

- Follow established safe operating practices, procedures and instructions;
- Take reasonable care for their own OHS and that of their colleagues;
- Seek assistance when unsure of practices and procedures to perform a task;
- Report all hazards, incidents, injuries, near misses and potential risks as soon as practicable to their supervisor;
- Actively participate and contribute to preventative OHS strategies, audits, team meetings and training.

Staff in a supervisory role must ensure that safe work practices are observed and issue instructions in relation to or cease unsafe work practices in the workplace.

3. Equal Opportunity, Human Rights and Bullying

The Corporation is committed to the principles of Equal Opportunity and Human Rights and believes that all employees should be able to work in an environment free of discrimination and harassment. Staff are encouraged to support each other in creating and maintaining an environment that is free of harassment.

All employees of the Corporation have a responsibility to treat each other fairly and with respect and act in accordance with the Occupational Health and Safety, Equal Opportunity and Bullying in the Workplace policies. As an employer, the Corporation will not defend or support discriminatory actions of staff that are unlawful.

4. Code of Conduct

All staff are required to observe the standards of conduct and behaviour outlined in the Code of Conduct. A breach of the Code may result in counselling and disciplinary action. A substantial breach may result in termination of employment.

5. Privacy

The Corporation is committed to complying with the Victorian Privacy and Data Protection Act 2014. The Corporation recognises the importance of the privacy of personal information collected by the Library Service and is committed to ensuring that personal information is appropriately stored and managed. All employees are required to follow the Corporations Information Privacy Policy at all times.

6. Child Safety Commitment

The Corporation is committed to the safety and well-being of all children and young people participating in our programs and visiting our libraries. All employees are expected to adhere to the Corporation’s Child Safe Policy, acknowledging their right to be treated with respect and protected from harm.

ACKNOWLEDGEMENT

I, _____, have read and understood the position description and agree to perform in the position of Coordinator Marketing and Communications as per the requirements of the position description.

(Employee signature)

Date

(Manager Corporate Services)

Date