

**POSITION:** MEMBERSHIP & CONTENT LEAD

**REPORTS TO:** MANAGER LIBRARIES & LEARNING

**ACCOUNTABLE TO:** GROUP MANAGER CULTURE, COMMUNITY & RECREATION

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**DATE REVISED:** JULY 2022

## ROLE CHARTER

This role charter is a broad description of the accountability and duties of an employee of Maitland City Council. The role will evolve and change over time, in line with the changing strategic and operational requirements and outcomes of the organisation.

Council has a set of Guiding Principles that assist staff to understand the behaviours that are expected to create an organisational culture that helps our customers and people thrive.

### OUR GUIDING PRINCIPLES ARE:



#### MAKE THINGS EASY

Do the hard work to make things intuitive for me.



#### BE WELCOMING

Care for me as a person, not a task or a number.



#### BE OPEN MINDED

Listen to me and work with me to find solutions.



#### LOOK OUT FOR ME

Thoughtfully anticipate what will make my days go smoother.



#### KEEP YOUR PROMISES

Follow through on your commitments to me.

### PRIMARY PURPOSE

To create and deliver innovative customer focused content that fosters the discovery of, and connection with, library services and programs to meet user information, recreation or education needs. To use a range of platforms to publish, maintain and continuously improve content to communicate and promote to our current and future members.

Build relationships and facilitate ongoing, inclusive, engagement with key stakeholders, including our Library membership, throughout projects, continuous improvement initiatives, feedback loops, quality assurance and program development.

## **CORE ACCOUNTABILITIES**

1. Develop and coordinate the creation of innovative communications and membership engagement that support customer experience in accordance with the strategic direction and operational targets of Maitland Libraries and the organisation's adopted policies, procedures and associated frameworks.
2. In liaison with other relevant Council stakeholders, create, develop, publish and maintain content for a range of digital and print collateral, including the library website and social media, including the review of existing content and quality assurance.
3. Use creative thinking, innovation and best practice to identify opportunities to design, add value to, and deliver our library services, programs and activations to diverse audiences.
4. Develop and maintain relationships with a wide range of internal and external stakeholders, including library members, using feedback and other information to guide recommendations for library service and customer experience improvements.
5. Inform, educate and advise content contributors about adopted standards and processes to achieve content relevance, quality and brand consistency.
6. Apply industry best practice to facilitate continuous improvement initiatives in partnership with other functions across the library to ensure a consistent approach to service provision and to enhance and grow access to library services across the City.

Undertaking any other duties, projects or tasks as directed by the Coordinator which are within the employee's skills, competence and training.

The incumbent is to behave in alignment with Council's Guiding Principles, comply with the organisations policies and procedures and undertake training and development.

## **ESSENTIAL CRITERIA**

1. Degree qualification in library and Information studies, communications, public relations, graphic design or related discipline or equivalent combination of relevant contemporary experience in content creation coupled with ongoing professional development in public relations writing.
2. Contemporary knowledge and demonstrated experience in the delivery of customer-centric communications with a focus on digital platforms including website, social media, membership and audience strategies.
3. Proven ability to interpret complex information and produce effective, engaging and accessible content for a diverse audience.
4. Demonstrated stakeholder and project management experience involving a diverse range of stakeholders with competing needs or priorities.
5. Ability to work effectively within and contribute positively to a multidisciplinary team, including collaboration problem solving and initiative.
6. Working with Children Check clearance number.
7. Class C Driver's Licence.



## DESIRABLE CRITERIA

1. Knowledge of or demonstrated experience with photography and video editing.
2. Knowledge of or demonstrated experience in designing content for accessibility including but not limited to the use of plain text, accessibility of visual design and ease of website navigation.

*Maitland City Council has deemed this position to be child related. To apply for this position, you must be issued with a Working with Children clearance number by the Office of the Children's Guardian. A person that does not have a Working with Children Check and/or deemed barred from the Office of the Children's Guardian is ineligible to apply*

Date:

Agreed:

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Employee Name

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Employee signature

