

Position Description

Digital Marketing Officer



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Position No:	F66070		
Employment Details:	Classification: Band 5	FTE: 0.67	Tenure: Permanent
Location:	Darebin		
Department:	Community Places & Programs		
Division:	Community Life		
Reports to:	Team Leader Library Engagement & Partnerships		
Direct reports:	Nil		
Internal Relationships:	All employees across Council; Darebin Libraries teams; Council Communications team		
External Relationships:	Darebin Libraries customers and community; service providers and suppliers; library professionals and partner organisations		
Specific Requirements:	Hours to be confirmed; hours include one evening shift per week and an additional Saturday and Sunday shift in each 8-week cycle		

POSITION OBJECTIVES:

- To promote and market Darebin Libraries services, resources, events and programs to the Darebin community through effective use of digital platforms and marketing communications, while delivering high-quality customer service as part of the Darebin Libraries team.

KEY RESPONSIBILITIES:

Marketing, Communications & Digital Platforms:

- Plan, develop and deliver communication and marketing campaigns and promotional strategies that support the strategic directions of Darebin Libraries, including through social media, websites, newsletters, flyers and media releases.
- Write, proof, edit, source and coordinate engaging, integrated content for internal and external communications platforms, with a strong understanding of online copywriting and its impact on Search Engine Optimisation.
- Evaluate the cost, effectiveness and impact of communications campaigns and strategies, using data and insights (including Google Analytics, Facebook Ad Manager and similar tools) to measure results and adjust future approaches accordingly.
- Collaborate and coordinate workflows across teams to ensure all communication and marketing campaigns are produced to a high standard and delivered on time, liaising with Darebin Libraries management, Council Communications, partners and community organisations.
- Support the financial administration of the marketing budget, including raising purchase orders, establishing new suppliers, tracking and monitoring costs within the allocated budget and guidelines, and validating invoices.

Customer Service & Continuous Improvement:

- As a library customer service shift supervisor, provide leadership to employees in the delivery of high-quality frontline customer service across the library service to ensure customers have a positive experience characterised by active engagement.
- Undertake rostered customer service shifts and associated tasks across Darebin Libraries branches, including service preparation, shelving, shelf tidying and daily maintenance, demonstrating leadership during shift leadership responsibilities.
- Engage customers in a welcoming and inclusive self-serve environment, drawing on in-depth knowledge of library resources and services, and responding to feedback, complaints and incidents in accordance with Darebin's values, guidelines and policies.



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- Apply empathy and conflict resolution techniques when engaging in challenging interactions, support other team members by providing guidance and escalate as required.
- Action and respond to customer service issues, improvements and ideas raised by employees or customers within established guidelines and timeframes.
- Participate in and lead projects relating to digital platforms with a focus on improving the user experience, and contribute to the continuous improvement of Darebin Libraries through active participation in staff forums, training programs and team meetings.
- Undertake other duties as directed within the skills and abilities of a position at this level.

ACCOUNTABILITY & AUTHORITY:

- Accountable to the Team Leader Library Engagement & Partnerships for the effective organisation, promotion and marketing of Darebin Libraries services, resources, events and programs, and for participating in the day-to-day operations of the Community Engagement team.
- Responsible for implementing marketing and communications policies, procedures and standards; fostering customer focus and commitment; and ensuring the Team Leader Library Engagement & Partnerships is informed and, where appropriate, authorises internal and external activities, communications and purchases.
- Achieve relevant Council, departmental and individual staff work plans.
- Live Council's values and act in accordance with the Code of Conduct.
- Meet all Occupational Health and Safety obligations and comply with all OHS policies, procedures and training requirements.
- Uphold Council's child-safe responsibilities by complying with all safeguarding policies, codes of conduct and practices to protect children and young people from harm.
- Apply the Customer Standards in all interactions with internal and external customers and participate in initiatives that enhance the overall customer experience.
- Contribute to a culturally safe and inclusive workplace for Aboriginal and Torres Strait Islander colleagues by respecting First Nations peoples and cultures, engaging in respectful partnerships, taking responsibility for ongoing learning and awareness, and where appropriate (especially for people leaders) by championing cultural safety, inclusive leadership practice, and addressing unsafe behaviours.



JUDGEMENT & DECISION-MAKING:

- Work both independently and collaboratively to problem-solve and make decisions in relation to marketing and communication activities, in accordance with established guidelines and protocols.
- Resolve problems within Darebin Libraries and Council guidelines, drawing on past experience and professional knowledge, and escalating to the Team Leader Library Engagement & Partnerships where appropriate.
- Apply sound judgement in managing and mitigating risk on social media channels, monitoring conversations and escalating issues in accordance with Council's communications policies.
- Maintain an awareness of marketing trends, emerging digital platforms and best practice in communications, applying new knowledge to improve campaign effectiveness and audience engagement.
- Balance the demands of marketing and communications work with rostered customer service responsibilities, managing competing priorities effectively across a part-time roster including evenings and weekends.

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SPECIALIST SKILLS & KNOWLEDGE:

- Advanced skills and experience in the design, development and implementation of marketing and communication strategies and campaigns for a public library or community organisation.
- Strong background in editorial copywriting and content creation for a variety of audiences and formats, including a sound understanding of online copywriting and its impact on Search Engine Optimisation.
- Solid understanding and experience in a range of applications including content management systems, electronic direct mail and online platforms.
- Demonstrated ability to engage and grow audiences on social media (paid and organically), set digital campaign targets, and use insights to measure and report on campaign performance to improve future activity.
- Strong technical skills in HTML, Adobe Creative Cloud, Facebook Ad Manager, Hootsuite, Campaign Monitor, Google Analytics and other similar products, with solid experience in content management systems and electronic direct mail platforms.
- Excellent customer service skills developed in a library, art gallery or museum environment.
- Bi-lingual skills an advantage.

MANAGEMENT SKILLS:

- Excellent organisational skills with the proven ability to effectively prioritise work plans and multiple projects to achieve set outcomes, including the ability to take a project from initial brief to completion.
- Ability to work collaboratively, coordinate a range of tasks simultaneously and logically, and manage workflows across teams to ensure campaigns and projects are delivered on time and to a high standard.
- Ability to act as shift supervisor in charge of the library when required, including opening and closing responsibilities.
- Ability to deal with customer service enquiries, issues and complaints proactively in an effective, positive and customer-focused manner with minimal supervision.
- Respect and commitment to build respectful relationships with Aboriginal and Torres Strait Islander community members, Elders and organisations, and to seek advice on cultural matters.

INTERPERSONAL SKILLS:

- Well-developed verbal and written communication skills, including the ability to create engaging content for diverse audiences and communicate effectively with colleagues, partners and community members.
- Demonstrated empathy and cultural awareness, with a genuine interest in meeting the needs of diverse communities while seeking positive, high-quality outcomes for all library customers.
- Proven ability to adapt to fluctuating work demands and environments, open to change and new ideas, and motivated by continuous improvement in both marketing practice and customer service.

QUALIFICATIONS & EXPERIENCE:

- Tertiary qualification in marketing, communications, advertising or public/media relations and/or extensive relevant experience in a library or community setting.
- Advanced skills in Microsoft Office, Adobe Creative Cloud, HTML, Facebook Ad Manager, Campaign Monitor, Google Analytics and/or other similar products, with demonstrated experience in content management systems and electronic direct mail.



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- Demonstrated experience conceptualising, developing and delivering successful marketing and communication campaigns for a variety of audiences and channels, including social media growth and digital advertising.
- Current Victorian driver's licence desirable.

KEY SELECTION CRITERIA:

- Tertiary qualification in marketing, communications, advertising or public/media relations and/or extensive relevant experience in a library or community setting, with advanced skills in relevant digital tools including Adobe Creative Cloud, Facebook Ad Manager, Campaign Monitor and Google Analytics.
- Excellent ability to conceptualise, develop and deliver successful marketing and communication campaigns for a variety of audiences and channels, including demonstrated ability to engage and grow audiences on social media through paid and organic activity.
- Excellent ability to create, write and edit relevant, engaging and inspiring copy for a variety of audiences and formats, with a strong understanding of online copywriting and its impact on Search Engine Optimisation.
- Experience in delivering and leading excellent customer service, primarily in the library, arts or museum sectors, including demonstrated empathy and cultural awareness in working with diverse communities.

All Darebin City Council employees are required to complete a **National Police Record Check** and hold a current **Working with Children Check**.

Council may require a medical or functional capacity assessment to confirm you can safely perform the role. Under Section 41 of the *Workplace Injury Rehabilitation and Compensation Act 2013*, you must disclose any pre-existing injury or illness that could be affected by the job. Failure to do so may make you ineligible for compensation if the condition worsens during employment.

Please refer to separate **Job Task Analysis** for the inherent physical requirements and psychosocial attributes of the role.

DECLARATION:

I have read and understood the position description and declare I am fit and able to perform the inherent requirements of the role.

NAME: _____ SIGNATURE: _____ DATE: _____

