

POSITION DESCRIPTION

POSITION TITLE:	Library Engagement Officer
DIVISION:	City Services and Living
DEPARTMENT:	City Lifestyle
SECTION:	Libraries
CLASSIFICATION:	Band 5

POSITION OBJECTIVES:

The key objectives of the position are:

- Contribute to the provision of high-quality library services that meet educational, recreational and information needs of Hume's diverse community through the creation of engaging and targeted promotional materials, and management of communications channels.
- Ensure that Library Team Leaders and Coordinators are effectively supported in achieving the strategic objectives as they relate to the promotion of library services, resources, programs and events.
- Provide support in increasing Hume's library membership base, including via Hume Libraries' outreach services.

KEY RESPONSIBILITIES AND DUTIES:

Marketing and Engagement:

- Develop and deliver innovative online engagement strategies to increase the Hume Libraries membership base and drive engagement, interaction, and awareness of services
- Under guidance of the Coordinator Library Engagement & Partnerships, act as Hume Libraries' liaison with external designers and the central Strategic Communications team to ensure support in the effective, timely delivery of all promotional activities
- Manage Hume Libraries' digital channels, including website, social media, events calendar and e-newsletters
- Graphic design of branded print and digital collateral for library activities, events, programs, reports and collections using the Adobe suite in line with various style guides
- Graphic design of promotional collateral to support campaigns including digital screen advertising, brochures, bookmarks, posters and postcards where needed.
- Drive enhanced community engagement with Hume Libraries by increasing set benchmarks to an identified and agreed percentage point
- Identify and support relevant cross-promotional opportunities within the team, Department and wider organisation
- Liaise with Hume Libraries' programs and collections teams to develop and distribute promotional materials to the community. This will include, but is not limited to, monthly calendars and newsletters.
- Plan and distribute member attraction, promotional and event materials to key locations for maximum attraction and visibility
- Support library coordinators in the planning, development and delivery of targeted promotional campaigns including using sponsored social media, analytic tools and other outreach initiatives.
- Support the content management planning of the Hume Libraries social media profile through planning, content management and moderation and adhering to all relevant policies and guidelines. This includes developing video content.
- Represent Hume Libraries on the Public Libraries Victoria Marketing, Advocacy & Engagement Special Interest Group.

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ORGANISATIONAL RELATIONSHIPS:

Reports to:	Coordinator Library Engagement & Partnerships
Supervises:	Nil
Internal Contacts:	All levels of staff and management at Council, in all service areas
External Contacts:	Hume Libraries customers, Hume community, service providers, suppliers

ORGANISATIONAL CONTEXT

VISION

Hume City Council will be recognised as a leader in achieving social, environmental and economic outcomes with a common goal of connecting our proud community and celebrating the diversity of Hume.

MISSION

To enhance the social, economic and environmental prosperity of our community through vision, leadership, excellence and inclusion.

OUR VALUES

At Hume City Council, our Values underpin everything that we do.



We're better, every day

We give things a go and value progress over perfection. We have permission to go for it and are expected to reflect and learn.



We're in it together

At Hume, everyone matters. We welcome and include all. Respect and safety are expected.



We show up

We empower and trust others and own our work. We rise to the challenges and are expected to do what we say we will.



All for Hume

We strive to achieve our best for the Hume Community. We are proud and passionate about working towards better outcomes and expect that they are at the centre of everything we do.

WORK HEALTH & SAFETY (WHS)

Employees are required to participate in the WHS process by:

- Following established safe working instructions, procedures and policies.
- Taking reasonable care for their own Work Health and Safety and that of others.
- Seeking assistance when unsure of practices, procedures and policies to perform a task.
- Reporting all incidents, injuries, near misses, damage to property and hazards as soon as practicable to their supervisor and the WHS Team.
- Actively participating and contributing to inspections, audits, team meetings and training.
- Ensure that relevant WHS legislation is complied with.

Managers, Coordinators, Team Leaders and Supervisors are required to participate in the WHS process by:

- Assist with the implementation of WHS policies, procedures, guidelines, work instructions and Control Plans.
- Consult with employees on WHS issues and support Health & Safety Representatives in their duties and/or requests.
- Discuss WHS issues as a part of team meetings.
- Conduct and document system reviews and inspections of employees and contractors with assistance from the WHS Team, manager(s), Health & Safety Representatives and/or employees.
- Ensure appropriate training and instruction is given to personnel allowing them to complete jobs safely and without risks to health and safety.
- Take appropriate action to alleviate any hazards, unsafe acts or omissions that are observed or brought to their attention and provide appropriate feedback and support.
- Conduct effective induction of all employees, followed by ongoing training to develop and maintain a high level of WHS awareness.
- Assist with the implementation of Return to Work Plans.
- Ensure that relevant WHS legislation is complied with.

RISK MANAGEMENT

Contribute to a positive risk management culture by complying with the *Risk Management Policy*, assisting with the implementation of the Risk Management Strategy and reporting risk management concerns and improvements to their supervisors and/or managers.

Manage risks in area of responsibility by complying with the WHS Policy and Processes and implementing appropriate risk management strategies.

Demonstrate Council's commitment to implementing best practice risk management processes.

STATEMENT OF COMMITMENT TO CHILD SAFE STANDARDS

Hume City Council is a child safe organisation with zero tolerance for child abuse. Council adheres to the Victorian Child Safe Standards and related legislation and Council acknowledges the cultural safety, participation and empowerment of all children, especially children from Aboriginal and Torres Strait Islander, or culturally and/or linguistically diverse backgrounds and those with a disability. As such, all staff must ensure that their behaviours and actions are consistent with these standards.

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SERVICE PLANNING & CONTINUOUS IMPROVEMENT

It is a requirement of the Service Performance Principles of the *Local Government Act 2020* for Councils to continuously improve service delivery and service performance. Managers and Coordinators are responsible for undertaking service planning and continuous improvement in their area/s of responsibility and ensuring implementation of service plan actions in accordance with Council's Service Planning Framework.

ASSET MANAGEMENT

Staff are responsible for undertaking Asset Management functions in accordance with Council's Asset Management Policy to ensure Council assets continue to be appropriately managed and maintained.

ENVIRONMENTAL SUSTAINABILITY

Hume City Council has a strong and enduring commitment to environmental sustainability and prides itself on its leadership on a range of environmental issues. Council's Waste & Sustainable team and Climate Action Integration team lead Council activities in this area, however all Council departments have a direct responsibility for implementing environmental sustainability actions across all Council operations and services to the community.

Council's *Live Green Work Green* employee behaviour change program encourages staff participation in reducing the environmental impact of Council operations. Staff are encouraged to join the environmental leadership team, the *Green Team*, which guides action in this area.

HUMAN RIGHTS APPLICATION

As a public authority Council is legislated to act in ways that are compatible with human rights. The Charter of Human Rights and Responsibilities Act 2006 (Vic) provides a framework to guide decision making, to manage risks and to ensure the business of government is carried out in a balanced, transparent, and accountable way. As an employee of a public authority consideration of the human rights of all who Council aims to serve facilitates the improved provision of services, policies and strategies.

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POLICE CHECK: The incumbent must have and maintain a current Police Check	
WORKING WITH CHILDREN CHECK: The incumbent must have and maintain a current Working with Children Check	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
PRE-EMPLOYMENT MEDICAL CHECK <ul style="list-style-type: none"> The incumbent must undergo a Pre-Employment Medical Check (including fitness for work and functional capacity assessments, muscular-skeletal screening and drug & alcohol test. May also include cognitive assessment.) The incumbent must undergo a Pre-Employment Audio Test 	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
PSYCHOMETRIC ASSESSMENT The incumbent must undergo a series of psychometric assessments (Psychometric testing can take various forms, such as numerical, mechanical, logical, verbal, or skills tests) to ensure suitability for the position	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
OTHER DUTIES Responsibilities and duties included in this position description are subject to the <i>Multi-skilling</i> provisions of the <i>Hume City Council Enterprise Agreement</i> as varied from time to time.	

ACCOUNTABILITY AND EXTENT OF AUTHORITY:

The incumbent is responsible and accountable for:

- Displaying and promoting Our Hume Values & Guiding Behaviours.
- Maintaining knowledge of and working within Organisation Policies and Procedures including WHS, EEO and Code of Conduct.
- The timely and accurate completion of tasks, records and documentation associated within the key responsibilities of the position.
- Operating within clearly defined guidelines and procedures with the freedom to act being set by clear objectives and subject to review or appeal by senior staff.
- Offering accurate, timely and effective advice and solutions in relation to the position.

JUDGEMENT AND DECISION MAKING:

The incumbent is accountable for:

- Utilising their technical or professional knowledge when solving problems or making decisions, within existing procedures and guidelines.
- Exercising sound judgement when determining solutions to problems of a complex or technical nature, with solutions not related to those previously encountered requiring some creativity and originality.
- Guidance and advice is usually available within the time required to make a choice.

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SPECIALIST KNOWLEDGE AND SKILLS:

The following knowledge and skills are required to be utilised:

- Demonstrated knowledge and skills relevant to designing and creating engaging, high-quality multimedia and content, including photography and video using Adobe Photoshop and Adobe Premiere.
- Demonstrated ability to create, write and edit engaging content for social media, websites, newsletters and brochures, including the use of a website CMS, such as OpenCities.
- Skills in editorial copywriting and content creation.
- Specialist knowledge required to effectively monitor and manage online conversations and mitigate risk on social media channels
- Demonstrated ability to engage and grow audiences on social media, and utilise analytic tools to measure success.

MANAGEMENT SKILLS:

The following management skills are required to be utilised:

- Understanding of personnel practices, with the ability to implement Equal Employment Opportunity (EEO), Occupational Health and Safety (OH&S), training and development.
- Capable of providing supervision, on the job training and guidance to employees.
- Demonstrated skills in managing time, setting priorities and organising own work, and in appropriate circumstances that of other employees to achieve specific objectives efficiently with available resources and set timeframes.
- Ability to manage several tasks or projects simultaneously, to achieve a broad range of outcomes.
- Demonstrated ability to support and provide input into business systems related to the role.
- Ability to demonstrate a high level of initiative and work with minimal supervision.
- Ability to supervise and provide basic instruction to staff.

INTERPERSONAL SKILLS:

The following interpersonal skills are required to be demonstrated:

- Ability to gain cooperation and assistance from clients, other employees and members of the public in the administration of well defined activities.
- Proven ability to develop and maintain effective working relationships, with internal and external stakeholders which may occasionally be of a complex nature.
- Demonstrated ability to communicate effectively both verbally and in written form, to a broad range of people from diverse backgrounds and cultures.
- Ability to write reports and prepare external correspondence in field of expertise.
- Proven capacity to work effectively in a team environment in a productive, structured, co-operative and integrated way.
- Ability to deal with difficult situations and present a positive Council image.

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QUALIFICATIONS AND EXPERIENCE:

The following qualifications and experience are required for the position:

- Degree or Diploma in Marketing, Communication, Advertising or Media studies with little or no experience; or lesser formal qualifications with work skills and relevant experience in a similar role in a library or community setting.
- Demonstrated experience in marketing and communications.
- Proven graphic design capabilities utilising Adobe Illustrator and Adobe InDesign.
- Demonstrated high-level multimedia experience utilising Adobe Photoshop and Adobe Premiere.
- Demonstrated experience in and aptitude for creating engaging content for social media and e-newsletters.
- Demonstrated experience designing promotional collateral using Adobe Creative Cloud Products, including Photoshop, InDesign, and Premiere Pro.
- Current Driver's Licence.

TASK ANALYSIS

In undertaking the inherent requirements of their duties, a person in this position may be expected to work in or be exposed to the following conditions or activities as marked.

Condition/Activity	Constant	Frequent	Occasional	N/A
Manual handling weights – above 10kgs	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
– below 10kgs	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Manual handling frequency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Repetitive manual work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Repetitive bending/twisting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Repetitive kneeling/squatting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working with arms above head	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Lifting above shoulder height	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Using hand tools – vibration/powered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Operating precision machinery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Close inspection work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Wearing hearing protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Wearing eye protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Wearing safety shoes/boots (steel cap) / gum boots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Wearing other relevant PPE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working in dusty conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working in wet/slippery conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working with chemicals/solvents/detergents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Washing hands with soap (hygiene)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working at heights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working in confined spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Working in chillers (+4 degrees C)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Performing clerical duties	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working on a keyboard	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driving cars and/or trucks	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Other special features (e.g. nature of chemicals, travelling requirements etc): Working with members of the community that may present challenging behaviours.				

VARIATION TO CONDITIONS OF EMPLOYMENT:

These conditions of employment, your duties and your location may be varied by Council during the term of your employment.

The key responsibilities and duties in this position description are to be undertaken in accordance with the General Employee Handbook.

AGREEMENT:

I hereby accept and agree that by placing my electronic signature in the text box, this shall be considered as an original signature for accepting the duties in this position description. I understand that key responsibilities and duties in this position description will be undertaken in accordance with the Employee Handbook and I agree to abide by the terms and conditions stipulated therein.

Name (Please print):

Signature:

Date:

SELECTION CRITERIA:

Selection will be based on the following selection criteria; however, reference will also be made to other listed skills, knowledge and attributes as required in the position description:

1. Degree or Diploma in Marketing, Communication, Advertising or Media studies with little or no experience; or lesser formal qualifications with work skills and relevant experience in a similar role in a library or community setting.
2. Demonstrated experience in the creation of creative, unique and engaging content for social media, and ability to utilise analytic tools to measure success
3. High level of proficiency in utilising the full suites of Microsoft Office and Adobe software
4. Demonstrated ability to write, proof and edit engaging content for websites, newsletters and brochures.
5. Demonstrated ability to work collaboratively in a team environment and positively contribute to the team.