

POSITION DESCRIPTION



Library Communications Officer



POSITION DETAILS

Position Title	Library Communications
Classification	Level 5
Position Number	NEW
School/Office	Library
Division	Division of Education and Students

POSITION PURPOSE

The Library Communications Officer undertakes the creation of targeted Library-specific communications and promotions to ensure students and academics are aware of the services and support provided to them by the Library to enable student success. Working with staff on the campuses they execute scheduled promotional activities, providing direction and oversight of physical setup and provision of assets to ensure cohesiveness across sites and optimal engagement by target audiences.

This position operates within the context of the Library key strategic areas: skills, collections, and spaces, in alignment with the Library's strategic priorities of student success, authentic partnership, and sector leadership.

KEY ACCOUNTABILITIES

1. **Assist** in the preparation of content for a range of approved library communications across a variety of channels and audiences, in consultation with identified Library staff
2. **Coordinate**, campus-based promotions for scheduled events and activities, ensuring these are professional, cohesive and deliver optimal engagement from the target audience/s.
3. **Support** the creation of visual and written collateral to aid in building awareness of Library services while maintaining compliance with University brand guidelines and design aesthetic
4. **Maintain** stakeholder relationships with Library staff and other University teams
5. **Assist** with data-driven evaluation of communication/promotion outcomes based on service performance metrics, identifying areas for improvement and optimisation.
6. **Participate** in the planning and delivery of the Library presence at events such as Open Day and Welcome Week
7. **Undertake** other associated duties commensurate with the level of this position as reasonably

required from time to time.

QUALIFICATIONS, EXPERIENCE AND SKILLS

The following qualifications, experience and skills are required to perform the key accountabilities of the position:

1. A Degree in Marketing, Media, Communications or Social Media, or the equivalent relevant work experience in a marketing, advertising or communications role.
2. Demonstrated experience in strategic communication content creation, including the ability to tailor messages for a variety of audiences and platforms such as web, social media and written formats.
3. High level of computer literacy, with advanced skills in digital image creation using current apps and platforms such as the Adobe Suite and Canva.
4. Demonstrated experience in coordination of physical promotional activities across multiple sites
5. Well-developed organisational skills including a demonstrated ability to manage multiple priorities and meet deadlines in a complex environment.
6. Excellent interpersonal skills with a demonstrated ability to collaborate as a team member as well as working independently.

KEY RELATIONSHIPS

- **This position reports to:** Library Communications Coordinator
- **This position supervises:** n/a
- **Key internal relationships:**
 - Library Communications Coordinator
 - Library Communications Assistant
 - Library Facilities Experience Coordinator
 - Library Learning Programs Manager
 - Library Learning Hub Senior Librarians
 - Online Learning Objects Librarian
 - Deputy University Librarian
 - Library staff
 - Western Sydney University Marketing team

CHALLENGES

- Delivering communications that are easily digestible and appropriately nuanced for the specific audience across varied communication channels.
- Working with geographically dispersed staff.
- Navigating competing priorities across multiple stakeholder groups while meeting deadlines.
- Maintaining currency with complex and evolving student communication platforms and preferences.

UNIVERSITY EXPECTATIONS

The University expects that all employees are aware of, and comply with legislation and Western's policies and procedures relevant to the position, including but not limited to:

- Code of Conduct
- Work Health and Safety and Wellbeing Management System
- Enterprise Agreement or Award
- Anti-discrimination principles, Equal Employment Opportunity and staff and student equity.

- As the Library operates on multiple campuses is an expectation of the role that it may be required to travel to and work from any campus library subject to appropriate notification.

Approved by:

Date: