

POSITION DESCRIPTION

| | |
|-----------------------------|--|
| POSITION TITLE: | Communications Coordinator |
| CLASSIFICATION: | Band 6 |
| TENURE: | Fixed Term |
| HOURS: | 56.0 hours per fortnight 0.8 EFT |
| POSITION REPORTS TO: | Manager People Engagement and Operations |
| LOCATION: | North Central Goldfields Regional Headquarters |

The North Central Goldfields Regional Library Corporation (trading as Goldfields Library Corporation) is a regional library service serving the City of Greater Bendigo, Loddon Shire, Macedon Ranges Shire and Mount Alexander Shire. Established in January 1996, the Corporation delivers services to communities along the highway from Boort to Gisborne, covering an area of approximately 13,000km². With around 90 staff, we provide physical and online services for a diverse community of 198,000 people. Our service is coordinated from an administration hub located in the Bendigo Library.

The Library Plan 2025 - 2029 describes our priorities and values which are aligned to those of our member councils and the regional partnership.

Our Mission

You belong as you are
We will meet you where you are
Learning together, growing together

Our Values

Respectful

We treat everyone with respect - our team, our community and the people we serve. When we value each other's unique strengths, we have a greater impact.

Collaborative

Collaborating with our library members, partners, and each other helps us make better decision, spark new ideas and drive innovation.

Future-focused

We adapt with the changing needs of our communities, using evidence to evaluate, improve and innovate. We invest in our team to stay skilled and future focused.

Our Strategic Pillars

Belonging

We provide a safe, welcoming and accessible service. We want you to find your story in the library.
We will respect everyone's journey and meet you where you are.

Connecting

We will connect people to each other, to new ideas and to the world around them.
We create space for discovery, conversation and connection.

Learning

We focus on literacy and a joy of reading for children and families to encourage a great start to life.
We want people to use the library at all stages of life and encourage different ways of learning to suit any age, ability level or interest.
As an organisation, we will continue to build our skills, pursue excellence and learn from you.

Sharing

We offer vibrant spaces, new technologies and an engaging collection. We champion a circular economy and support everyone having access to free resources.

ORGANISATIONAL CONTEXT

Goldfields Library Corporation is a board-governed organisation delivering library services on behalf of its member councils and communities. Operating within a shared service model, GLC balances local responsiveness with regional planning, ensuring equitable, efficient and sustainable library services across geographically dispersed municipalities.

POSITION SUMMARY

The Communications Coordinator is a member of the regional team and participates in strategic planning and collaborative decision-making and works towards achieving the objectives of the organisation.

The position combines a strategic outlook with day-to-day management to shape and lead our marketing and communications strategy. This key role is responsible for marketing materials, publications, corporate communications, managing media and public relations.

POSITION OBJECTIVES AND RESPONSIBILITIES

Leadership, Communication and Management

- Demonstrate application of Goldfields Libraries values and behaviours in all aspects of work.
- Lead and coordinate operational and strategic communications across Goldfields Libraries, fostering collaboration, consultation and shared accountability to achieve organisational, team and individual objectives.
- Network and liaise with professionals in other organisations to discuss specialist matters and gain cooperation and assistance from key areas within the organisation to resolve problems.
- Lead staff in the planning, development, delivery and evaluation of high-quality services in response to demographic profiles and community needs and aspirations.

Strategic Analysis and Planning

- Investigate and maintain awareness of best practice and bring this knowledge to strategic discussions.
- Develop budgets and monitor expenditure.
- Develop, implement and review functional and annual communications plans that align with the Library Plan and support the strategic direction of the organisation.
- Actively participate in management meetings, general staff meetings and undertake professional development activities.

Project Management and Service Delivery

- Develop, implement, evaluate and effectively manage a marketing and communications strategy to increase awareness of the Goldfields Libraries brand and community value.
- Broaden awareness of Goldfields Libraries programs and increase visibility and impact across key stakeholder groups.
- Provide a coordinated regional approach to digital communications, leveraging social media, eNewsletters and emerging technologies to strengthen online presence and audience engagement.
- Develop relationships with external partners to assist in the delivery of effective communications.
- Implement and maintain appropriate databases and systems of contact for marketing and promoting events.
- Manage media enquiries, issues and reputational risk by producing timely, accurate and engaging media releases and coordinating effective responses to emerging communications issues.
- Timely delivery of all communications documentation including print material such as the Annual Report, Library Plan, events marketing collateral, promotional brochures, flyers and electronic and new media formats.
- Lead implementation of the annual communications plan by:
 - Liaising with Library managers and staff to ensure broad input to the development of marketing and communications plans and material and to coordinate its delivery.
 - Developing policies and procedures to ensure communications are consistent with the marketing and communications strategy.

Communications Governance and Capability

- Provide authoritative advice on strategic communications and tools to the Leadership Team and staff to support advocacy and ensure consistent key messages are delivered by all staff.

- Improve staff capacity and understanding of communications policy and procedure e.g. how best to develop media releases, information for advertising, newsletters and other promotional items.
- Support staff to develop communication plans for a variety of activities and programs.
- Provide advice and support to staff to develop their skills and confidence in undertaking local marketing that is consistent with the plan.
- Develop, communicate and monitor compliance of policies, guidelines and procedures related to organisation wide marketing and communications.
- Advise on media and communications training for staff as appropriate.

Digital Platforms and Brand Management

- Manage digital platforms, templates and social media channels to ensure consistent application of brand, content standards and communications guidelines across all internal and external engagement points.
- Ensure consistent internal and external signage across all library and agency sites.

People Management

- Oversee the Graphic Designer and Social Media Officer to ensure the coordinated delivery of marketing materials, social media activity and a consistent and brand presence across all Goldfields Libraries platforms.

Internal Engagement and Communication

- Develop and deliver internal communications that are effective and innovative making best use of technology and digital platforms.

Stakeholder and Partnership Management

- Support engagement with councils, stakeholders, communities (library members and non-members) that will inform delivery of library services.

REPORTING LINES

| | |
|-----------------------------|--|
| Direct Reports | <ul style="list-style-type: none"> • Graphic Designer • Social Media Officer |
| Collaborative Relationships | <ul style="list-style-type: none"> • Leadership Team • Regional Team • Library Managers |
| External Relationships | <ul style="list-style-type: none"> • Council/Shire Managers and Staff • Contractors • Media |

PHYSICAL REQUIREMENTS OF THE ROLE

The physical requirements of this position are outlined below:

| | Never (0%) | Occasionally (1% - 33%) | Often (34% - 66%) | Constantly (67% - 100%) |
|---|---------------|----------------------------|----------------------|----------------------------|
| Physical Demands (Movement) | | | | |
| Stand | | ✓ | | |
| Walk | | ✓ | | |
| Change Posture (eg change from sitting to standing) | | ✓ | | |
| Use Stairs | | ✓ | | |
| Bend or Twist the Back | | ✓ | | |
| Movement of Neck | | ✓ | | |
| Climb (eg ladders) | ✓ | | | |
| Crawling | ✓ | | | |
| Kneeling or Squatting | ✓ | | | |
| Handling or Feeling Objects | | ✓ | | |
| Repetitive Movements of the Hands/Arms | | | | ✓ |
| Physical Demands (Strength) | | | | |

| | Never (0%) | Occasionally (1% - 33%) | Often (34% - 66%) | Constantly (67% - 100%) |
|--|---------------|----------------------------|----------------------|----------------------------|
| Lift from Floor Height: usually 7kg but up to 11kg | | ✓ | | |
| Lift from Waist Height: usually 7kg but up to 11kg | | ✓ | | |
| Lift above Shoulder Height: usually 1kg but up to 5kg | | ✓ | | |
| Carry Loads: usually 7kg but up to 11kg | | ✓ | | |
| Push/Pull Loads: usually 21kg but up to 33kg | | ✓ | | |
| Lift/Carry Awkward Sized Loads | | ✓ | | |
| Reach for Objects | | ✓ | | |
| Work with Arms above Shoulder Height | | ✓ | | |
| Physical Demands (Vision) | | | | |
| Computer/Visual Display Unit Use (including typing duties) | | | | ✓ |
| Reading | | | | ✓ |
| Physical Demands (Auditory) | | | | |
| Speak | | | | ✓ |
| Listen | | | | ✓ |
| Use of Telephone | | ✓ | | |
| Equipment Use | | | | |
| Drive Standard Vehicle (Car/Van) | | ✓ | | |
| Use of Office Equipment (Computer, Projector, Telephone) | | | | ✓ |

HEALTH AND SAFETY

Goldfields Library Corporation is committed to providing a safe and healthy environment for its employees, contractors, clients and users. We are dedicated to continually improving health and safety performance with an overall objective of eliminating or reducing risk. All staff members are expected to work within health and safety policies and procedures, report incidents and hazards and participate in professional development and training.

RISK MANAGEMENT

GLC has a whole-of-organisation approach to risk planning and management. All staff must adhere to GLC's Risk Management Policy and Framework and take responsibility for identifying, managing and reducing risks. All staff must report identified hazards that may pose a risk to staff members or library users, and/or may give rise to an insurance claim.

EQUAL OPPORTUNITY

Goldfields Library Corporation values the diversity of our communities, patrons, staff and volunteers. We actively seek to provide services that are accessible and inclusive. Goldfields Libraries does not tolerate any form of discrimination, sexual harassment or victimisation. Goldfields Libraries commitment to Equal Opportunity is outlined in our Code of Conduct.

CHILD SAFE ORGANISATION

Goldfields Library Corporation is a child safe organisation and is committed to the eleven Child Safe Standards aligned with the National Principles for Child Safe Organisations. The safety, participation and empowerment of all children is embedded in our policies and work practices. All staff of GLC have a responsibility to support GLC's commitment and obligation in creating a child safe environment.

Screening checks contribute to creating a safe environment and therefore all GLC staff are required to hold a current employee Working with Children Check.

AWARD CLASSIFICATION

This Position Description has been classified in accordance with the North Central Goldfields Regional Library Enterprise Agreement Enterprise Agreement including Part B of that Agreement, the (former) Victorian Local Authorities Award 2001.

Accountability and Extent of Authority

- Develops relationships with external stakeholders to assist in the delivery of excellent service to our communities.
- Significant decisions or actions undertaken with these parties are subject to review by Leadership Team.
- Input into the development of policies in relation to areas of responsibility.
- Resources in the form of staff and budgets are managed by this position.

Judgement and Decision Making

- Continuous improvement of methods and techniques related to the duties and responsibilities of the position.
- Ability to problem solve complex operations situations and seek guidance from more senior staff where required.

Specialist Knowledge and Skills

- Specialist knowledge and skills in communications and community engagement.
- Thorough understanding of the goals and objectives of Goldfields Library Corporation and application of them to their area of responsibility and to their own individual work plan objectives.
- Formulate, for Chief Executive Officer consideration, monitor, analyse effectiveness of and critically review operating policies, procedures and practices for services.

Management Skills

- Skills in managing time, setting priorities, planning and organising own work and that of staff under their management.
- Achieve their work goals within set timeframes and with the resources available, despite competing time and resourcing pressures.
- Thorough understanding of Goldfields Libraries human resources, health and safety and training and development policies.

People Skills

- The incumbent is to gain cooperation and assistance from stakeholders, members of the public and colleagues in the administration of defined activities and in the supervision of other staff.
- Able to liaise with their counterparts in other organisations to discuss service delivery and partnerships and with other staff in the organisation to resolve intra-organisational problems.

Qualifications and Experience

- A tertiary qualification in Marketing and Communications or an equivalent qualification and or considerable experience in a relevant environment.

KEY SELECTION CRITERIA

Essential

1. Ability to manage, support, influence, and maintain relationships with colleagues to contribute to a positive team culture.
2. Demonstrated inclusive communications and marketing knowledge in a community development, Local Government or NFP context for diverse audiences.
3. Experience managing innovative and professional website, intranet, social media and other digital platforms to maximise community and staff engagement.
4. Demonstrated interest and experience in applying the latest developments in media trends, technologies and print and virtual communications.
5. Highly developed written communication and design skills including copy writing and editing, desktop publishing and experience in writing publications, newsletters and online content.
6. Proven ability to manage time and priorities, with the capability to oversee the delivery of projects within budget, in line with organisational plans, and in collaboration with partners and stakeholders.
7. Knowledge and understanding of the latest trends in public library development including the role libraries play in supporting learning, connection and community wellbeing.

Desirable

1. A current and valid Driver Licence.
2. Advanced experience in Adobe Creative Suite, Microsoft Office Suite, WordPress and Mailchimp.

ACKNOWLEDGEMENT

I have read the Position Description, and I understand the physical and psychological requirements of the role.

Employee Name

Date

GOLDFIELDS LIBRARY CORPORATION ORGANISATIONAL CHART

