

Job Description Form

Social Media and Communications Officer

Position Number: 15668	Classification Level: Level 3
Directorate: Library Services	Agreement: Public Sector CSA Agreement 2022
This Position Reports To: 16114 Manager Communications, Media and Marketing, Level 7	
Positions Reporting to this Position: Nil	

ROLE OF DIRECTORATE

Library Services delivers services to the community which inspire creativity and curiosity and play a vital role in literacy and learning at every stage of life. The Directorate supports clients, whether online or visiting the building, with specialist library and research services and educational programs based on State Library collections. Early literacy development is supported by the Better Beginnings Family Literacy Program and Western Australian public libraries are supported with advice, training and professional development opportunities. The Directorate is also responsible for the development and delivery of corporate and external communications, media and marketing activities.

POSITION PURPOSE

The State Library's social media accounts are a trusted and valued community resource and an important way of sharing collections, programs, services and events. The Social Media and Communications Officer primarily assists in the creation, delivery and monitoring of the State Library's social media content and initiatives.

The role also supports the communications and marketing team to build awareness of the State Library's brand and strategic priorities.

KEY RESPONSIBILITIES OF THIS POSITION

Role Specific Responsibilities:

1. Assists in the planning and creation of social media content including drafting posts and sourcing appropriate images.
2. Confidently and competently uses technology including online library catalogues, social media management tools and website content management systems.
3. Identifies and responds to stakeholder enquiries via the State Library's social media platforms and media requests for images.
4. Assists with the evaluation and reporting on digital communications and social media activities to improve effectiveness and performance.
5. Maintains an understanding of digital communications trends and brings new ideas to the team.
6. Assists in preparing and uploading new content to the State Library's website and intranet.
7. Supports and implements communications and marketing projects, campaigns and events.
8. Performs other duties as required.

Corporate Responsibilities:

- Models, promotes and demonstrates a genuine commitment to the Library's organisational values.
- Adheres to the Public Sector Code of Ethics and Library Code of Conduct.
- Acts safely and in accordance with the Library's Occupational Health and Safety Policy and Procedures.

WORK RELATED REQUIREMENTS

Applicants should be able to demonstrate their capability to meet the criteria below, which should be read in conjunction with the specific responsibilities of this position:

Essential:

1. Role Specific

- Demonstrated experience creating engaging social media content
- Proficiency in a range of software and digital databases including email marketing platforms, online library catalogues, social media management tools and website content management systems (CMS)
- Well-developed written, verbal and interpersonal communication skills
- Creativity in terms of the use of words and imagery to communicate

2. Shapes and Manages Strategy

- Supports shared purpose and direction
- Shows judgement, intelligence and common sense

3. Achieves Results

- Identifies and uses resources wisely
- Responds positively to change

4. Builds Productive Relationships

- Values individual differences and diversity
- Desire to build and maintain internal and external relationships

5. Exemplifies Personal Integrity and Self-Awareness

- Commits to action
- Provides accurate information; checks and confirms accuracy prior to release

6. Communicates and Influences Effectively

- Communicates clearly
- Listens, understands and adapts to audience

Desirable:

- A degree in communication, marketing, publishing, public relations or similar
- Graphic design skills – preferably utilising the Adobe CC suite
- Filming and video editing skills using mobile device

APPOINTMENT PRE-REQUISITES

Appointment to this position is conditional on:

1. Successful 100 point Identification Check
2. Right to Work in Australia
3. Successful Criminal Record Screening Clearance

SPECIAL CONDITIONS

Special conditions of this position:

1. Occasional out of hours and/or weekend work

CERTIFICATION

The details contained in this document are an accurate statement of the responsibilities and requirements of this position.

Position Title: Director Library Services	Name: Susan McEwan	Date: 14/02/2024
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