



JOB DESCRIPTION FORM

STATE LIBRARY OF WESTERN AUSTRALIA

PURPOSE	VISION	VALUES
The State Library of Western Australia enriches the lives of all West Australians by treasuring their stories, building, preserving and sharing physical and digital collections, whilst reflecting WA's rich heritage and history. Our mission is to inspire individuals and communities by being a hub for literacy, learning, knowledge, creativity and collaboration.	To be a one of the world's great libraries.	<ul style="list-style-type: none"> • Access for all. • Generosity of spirit towards our clients and colleagues. • Cherishing our stories. • Sharing expertise. • Fostering excellence in all that we do. • Embracing learning and knowledge.

DETAILS

Position Title:

Communications and Marketing Manager

Position Number:

13116

Classification Level:

Level 7

Award/Agreement:

PSA 1992 / PSGOGA

Division/Directorate:

Executive Services

Branch/Section:

Communications and Marketing

Physical Location:

State Library Building
25 Francis Street, Perth

Effective Date:

DD/MM/YYYY

Employment Type

Permanent, Full-Time



REPORTING RELATIONSHIPS

Position reports to:

Chief Executive Officer and State Librarian
Level CEO SL (SAASD)
Position Number - 10148

Positions reporting to this position:

Graphic Designer and Exhibitions Assistant L4
Community Awareness Coordinator L4
Community Engagement Coordinator L4
Fundraising Coordinator L4



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PURPOSE OF THE POSITION

To enhance the reputation of the State Library (SLWA) by ensuring that the intended messages are communicated to the Library's clients and internal and external stakeholders consistent with the Library's brand and strategic plan as well as fundraising to support programs and initiatives

KEY RESPONSIBILITIES

- 1 Provide leadership and management to all aspects of the SLWA's corporate communications, and fundraising functions including managing reputation and brand, internal communications, media relations, external communications and donor relationships ensuring consistency with the Library's strategic vision.
- 2 Guide the Executive Team and managers in delivering a whole of organisation response to key communication matters and externally to deliver integrated marketing, public relations, media, exhibition and event opportunities.
- 3 Promote the development and provision of culturally appropriate marketing and communications strategies that affirm and demonstrate the SLWA's commitment to cultural diversity.
- 4 Oversee, develop, implement and evaluate the SLWA marketing and fundraising strategies to increase community and stakeholder engagement.
5. Provide a marketing and communications service department both initiating and responding to internal requests for service in the areas of design, photography, website, display, social media, functions, communications, branding, partnerships, fundraising, promotions, issues management, client services and policy.
- 6 Effectively and efficiently manage the human, financial and other resources of Communications and Marketing team and the SLWA providing a customer focused service in accord with SLWA policy and to support the achievement of SLWA's strategic outcomes.
- 7 Manage and develop the Premiers Book Awards and SLWA fundraising programs.
- 8 Delivers evidence based, high quality briefings, reports and advice to the Executive team, Library Board, the Minister and other key stakeholders.
- 9 Maintain professional skills to an appropriate standard and undertake continuous knowledge improvement of modern marketing and communications concepts, techniques and standards

Other duties as required with respect to the skills, knowledge and abilities of the employee.

COMPLIANCE AND LEGISLATIVE KNOWLEDGE

- Maintains a contemporary knowledge base relating to human resource policies and procedures;
- Complies with Department Code of Conduct, policies and procedures and relevant appropriate legislation; and
- Meets Occupational Safety and Health, Equal Opportunity and other legislative requirements in accordance with the parameters of the position.



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WORK RELATED REQUIREMENTS

Applicants should demonstrate their capacity to meet the following work related criteria, which should be read in conjunction with the key responsibilities of this role.

Essential:

In the context of marketing, communications and fundraising for a major collecting/cultural organisation:

1. Shapes and Manages Strategy

- Focuses strategically and inspires a sense of purpose and direction to the team and others so as to align the Library's strategic objectives and operational activities

2. Achieves Results

- Builds organisational skill and responsiveness contributing professional expertise to achieve SLWA outcomes
- Delivers results by committing to achieving quality outcomes through project planning, implementation, evaluation and continuous improvement
- Steers and implements changes in the context of uncertainty, responds in a flexible manner and assists others to adapt

3. Builds Productive Relationships

- Builds and sustains internal and external relationships, facilitates cooperation and partnerships to build shared agendas and work towards mutually beneficial outcomes
- Guides, coaches and develops people and teams and values individual differences and diversity

4. Exemplifies Personal Integrity and Self-Awareness

- Displays resilience, takes personal responsibility for action
- Demonstrates self awareness, public service professionalism and a commitment to personal development

5. Communicates and Influences Effectively

- Communicates clearly, listens, understands, adapts to audience and negotiates persuasively

Desirable:

1. Tertiary qualification in marketing, management or other relevant discipline.
2. Demonstrated extensive experience in marketing, communications or fundraising for an arts or cultural organisation.



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KEY RELATIONSHIPS/INTERACTIONS:

1. CEO and State Librarian and Executive Team.
2. Library Board of Western Australia.
3. Minister's office and staff and senior ranking people from the Department of Local Government, Sport and Cultural Industries, the Culture and Arts Portfolio and other government agencies.
4. SLWA Managers and staff.
5. Staff and senior ranking people from philanthropic, corporate and media sectors.
6. Key stakeholder groups including the community of Western Australia.

KEY CHALLENGES

1. Balancing strategic goals with immediate competing demands.
2. Developing marketing and communications skills within the Managers and their teams.
3. Working across the organisation to meet demand in a responsive and flexible way

ELIGIBILITY

Special Conditions:

1. A current (within 6 months) National Police Clearance Certificate will be required prior to commencement of employment.
2. Out of hours attendance may be required at functions and events.
3. Some interstate travel may be required from time to time.

Appointment is subject to:

1. 100 point identification check; and
2. Criminal Records Screening clearance.

Training:

- Complete induction within three months of commencement;
- Complete any training specific to the role required by Departmental policy; and
- Complete the department's AEDM within six months of appointment.



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CERTIFICATION

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

SIGN OFF

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Manager Signature Date (DD/MM/YYYY)

I have read and accept the responsibilities of the Job Description Form.

The position's duties are to be performed in accordance with the Department's Code of Conduct.

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Employee Signature Date (DD/MM/YYYY)