

Job Description Form



The State Library connects Western Australians with information and ideas.

Our Organisation Values:

- We value Western Australia's unique and diverse stories
- We believe knowledge has the power to transform lives and information should be freely available to everyone
- We keep the community at the heart of our decisions about collections, programs and services
- We collaborate to benefit the community
- We recognise that Western Australia is a large state with diverse needs

POSITION DETAILS

Position Title: Community Awareness Coordinator	Position Number: 14606	Classification Level: Level 4
Directorate: Executive Services	Award/Agreement: PSA 1992/ PSCA	Location: Perth Cultural Centre
Reports To: 13116 - Communications and Marketing Manager, Level 7		
Direct Reports: Nil		

ROLE OF DIRECTORATE

The Executive Services Directorate manages internal audit, marketing and communications functions, strategic projects and support services to the CEO, the Library Board and other strategic partners. This includes providing policy advice and research support on issues and trends relevant to the State Library and the Library Board. Executive Services is also responsible for providing advice to the Minister for Culture and the Arts.

PURPOSE OF THIS POSITION

The Community Awareness Coordinator prepares and disseminates community awareness of State Library promotional programs and activities and implements and assists with fundraising campaigns undertaken by the State Library.

KEY RESPONSIBILITIES OF THIS POSITION

Role Specific Responsibilities:

1. Develops and implements social media opportunities afforded by State Library activities.
2. Creates and monitors the State Library social media activities, in particular Facebook, Instagram and Twitter.
3. Updates website calendar for all events and activities hosted by the State Library and work with the Data and Discovery to maintain website content.
4. Assists in the publicising of events for the State Library's annual exhibitions and events program.
5. Maintains promotional materials/information in the State Library and distribution to other venues.
6. Coordinates and prepares responses to media enquiries.
7. Liaises with Directorates to source information as required to meet marketing services requests.
8. Provides support to the Communications and Marketing Manager as required.
9. Maintains department records, assists in reporting requirements.
10. Participates in the planning and development of teamwork plans and contributes towards meeting State Library objectives and outcomes.
11. Develops and maintains effective working relationships with stakeholders to maintain support for and promotion of State Library programs and activities.
12. Provides customer focused service and contributes to a positive team environment.
13. Plans, develops and implements fundraising campaigns.
14. Maintains, update and accurately records development relationships with contacts, donors and sponsors using the corporate CMR database (currently Donman).
15. Performs other duties as required.

Corporate Responsibilities:

16. Demonstrates the Library's values
17. Adheres to the Public Sector Code of Ethics and the Department's Code of Conduct
18. Acts safely and in accordance with the Department'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 the position:

Essential:

1. Technical Skills and Knowledge:

- Experience in generating and coordinating publicity.
- Experience in creating content for social media and measuring effectiveness of this communication.
- Experience in researching, writing and preparing text for website, brochures, and/or media statements.
- Experience in creating and managing website content and online calendar of events.
- Demonstrated ability to maintain, update and accurately record development relationships with contacts, donors and sponsors using a CRM database.

2. Shapes and Manages Strategy:

- Thinks strategically.
- Supports shared purpose and direction.
- Harnesses information and opportunities.
- Shows judgement, intelligence and common sense.

3. Achieves Results:

- Ability to monitor progress against performance expectations.
- Takes responsibility for achieving results, works to agreed priorities outcomes and resources.
- Responds positively to change.
- Applies and builds professional expertise.

4. Builds Productive Relationships:

- Builds and maintains relationships with team members, other teams, colleagues and clients.
- Listens to, understands and recognises the needs of others. Shares learning and supports others.
- Values individual differences and diversity.

5. Exemplifies Personal Integrity and Self Awareness:

- Provides accurate information, checks and confirms accuracy prior to release.
- Adheres to the Code of Conduct and behaves in an honest, professional and ethical way.
- Promotes and adopts a positive and balanced approach to work.
- Demonstrates self-awareness and acts on constructive feedback.

6. Communicates and Influences Effectively:

- Listens to differing ideas to develop an understanding of the issues, adapts to audience.
- Structures messages clearly and succinctly orally and in writing.
- Negotiates confidently.

Desirable:

1. Knowledge of the work of cultural institutions in the collecting and preservation of heritage material.
2. Qualifications in marketing or public relations or related discipline.
3. Photography and or graphic design skills.

APPOINTMENT PRE-REQUISITES

Appointment to this position is conditional on:

1. Completion of 100 point identification check.
2. Evidence of the right to work in Australia.
3. Successful pre-employment Integrity Check.
4. Successful working with Children Check.
5. Successful Criminal Record Screening Clearance.

SPECIAL CONDITIONS

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.

..... Date (DD/MM/YYYY)

Manager Signature

..... Date (DD/MM/YYYY)

Employee Signature

Effective Date:

07/01/2020

(JDF registered date)