

Position Description

Position title:	Digital Services and Innovation Specialist
Directorate:	City Wide Services
Service Unit:	Libraries and Learning
Reports to:	Coordinator Library Systems and Projects
Direct reports:	1
Salary point:	11
Work location:	All Newcastle Library locations as per roster
Date revised:	October 2020

What's it like working at the City of Newcastle?

We are focused on making a real difference in our community and achieving our vision of **creating a smart, liveable and sustainable global city**. We are proud to deliver services valued by our community. People come first at the City of Newcastle, which means providing employees with meaningful work and capacity for work life balance. As a large local organisation, the City of Newcastle offers opportunity to develop in your current role, grow into future opportunities and reach your full potential.

Our organisation's values are **Cooperation, Respect, Excellence and Wellbeing** which are underpinned by our behaviours of courage, trust and pride. Together, our values and behaviours support our decision making, our day to day interactions and everything we do.

What's it like working in Libraries and Learning?

Libraries and Learning Service aim to strengthen the Newcastle community and support the informal learning needs, information and recreation needs of the community. Our vision is to deliver on the Library Strategy and the Community Strategic Plan to provide a world class library and learning service for a smart, liveable and sustainable city. All team members in the Libraries and Learning Unit have a direct interface with the community via our 10 branch service points across the City including a dedicated Local History and research team and dedicated digital services. In addition, the Early Childhood Education centre in Beresfield support high quality - long day care and preschool functions. The Libraries champion community access in providing access to collections and technology and services that digital services focussed on improving the user experience and achieving equitable digital inclusion. We offer quality programs, cultural experiences and lifelong learning activities designed to enhance community wellbeing, knowledge and skills.

What's the focus of this position?

The Digital Services and Innovation Specialist is an integral part of the Digital Services and Innovation team. Key responsibilities include driving the implementation of a fully supported online library service - ensuring the user experience through our Library App and digital channels is seamless and resources are digitally accessible; ensuring content is regularly updated and accessible across all digital platforms and providing innovative technology solutions and experiences for the community.

What you'll be doing:

- Actively contribute to the delivery of actions and objectives within the Library Strategy, City of Newcastle City Councils Smart City Strategy and the Newcastle 2030 Community Strategic Plan.
- Drive awareness and capacity of online library services and take a lead role in the planning, implementation and management of a 24/7 Virtual Library Service.
- Develop and deliver projects to continually improve user experience within the Library spaces through technology and across the Library website and App, discovery platforms and E-collections.
- Manage delivery and scheduling of content changes, Library news, events and promotions across multiple CMS channels, including digital screens, Library website and catalogue.
- Take a lead role in developing and curating content and interactive experiences for the online tools that tell Newcastle's stories – past, present and future.
- Maintain the Libraries Member App, ensure content is curated and channels integrated with relevant services and major programs and events. Work with Vendors to integrate collections, platforms and services and continually improve the user experience.
- Analyse and report on usage statistics across various platforms and online services
- Lead by example in championing a culture of professional development, service improvement and continual innovation in a collaborative team environment.
- Facilitate and assist in the promotion and delivery of quality programs and opportunities to enhance lifelong learning, access to technologies and digital literacy within the community.
- Self-Promote and upskill Library Staff to facilitate the use of online resources and library technologies particularly online services, self-service technology for loans, payments, PC booking and print management systems.
- Ensure the accurate and safe handling of cash in accordance with all council policies within the allocated timeframes when working in Library branches and programs.
- Supervise and direct the regular service delivery teams comprising of permanent, part-time, casual, volunteers, work experience and externally contracted staff when required.
- Facilitate the use of Library facilities, venue hire and equipment.
- Ensure Council's Work Health & Safety System is implemented within work programs and procedures.
- Any other accountabilities or duties as directed by Supervisor / Manager which are within the employee's skill, competence and training.

The essentials you'll need:

- Tertiary qualifications in Library and Information Sciences, Communications, Information Technology or another relevant discipline or extensive relevant field/equivalent experience
- Extensive experience in the development and delivery of projects to improve user experience within digital environments
- Extensive experience in Content Management Systems, App content integration and Social Media with the ability to schedule, curate and generate content across a range of digital channels
- Demonstrated ability to undertake web-based content development projects in a range of mediums such as HTML, CSS, etc. with sound knowledge of web accessibility guidelines
- Demonstrated high level verbal and written communication skills, excellent negotiation, and stakeholder engagement skills with the ability to write business documents such as project proposals and business cases

- Time management skills with the ability to determine priorities and manage projects and competing demands
- High level analytical skills to undertaking reporting on a range of data and business intelligence
- Demonstrated supervisory experience within a collaborative team environment
- Current Working with Children Check

Other valuable skills you may have:

- Experience using Kentico CMS
- Demonstrated capacity to research, plan and implement innovative user centred solutions for the digital environment
- Experience working with video content platforms and integration across digital channels
- Experience working with a range of technology that could be leveraged to enhance customer experience

We'll encourage you along the way

We will partner with you to support your performance and ongoing development to ensure you are fully prepared for future challenges as this position and our organisation adapts and evolves.

I acknowledge that I have read and understood the requirements and responsibilities of this position as detailed in the Position Description (PD) and have discussed the PD with my Manager.

Employee Name:	
Employee Signature:	
Date:	