

POSITION DESCRIPTION

Position Title	Marketing and Communications Assistant
Position Number	A14
Department	Administration
Classification	Band 4
Date Approved	October 2025
Probationary Period	6 months
Mandatory Checks	Working with Children Check and National Police Check

OUR ORGANISATION

Whitehorse Manningham Regional Library Corporation delivers high quality library services to the communities of Whitehorse and Manningham. The Corporation operates branch libraries at Blackburn, Box Hill, Bulleen, Doncaster, Nunawading, The Pines, Vermont South and Warrandyte. Online services are provided through www.wml.vic.gov.au.

OUR VALUES

				
Respect Treating everyone with respect, dignity and courtesy.	Collaboration Working together to achieve better outcomes.	Integrity Being open, honest and accountable.	Curiosity Being open to learning and exploring ways to improve.	Agility Being flexible and adaptable to change.

POSITION OBJECTIVES

Operational:

- Provide a range of support services to the Marketing and Communications Department.
- Contribute to consistent branding and marketing throughout the Corporation's visual collateral.
- Contribute to the achievement of Corporate and Departmental goals.
- Contribute to the effective operations of the branch libraries.

KEY RESPONSIBILITY AREAS

Marketing and Communications

Contribute to the effectiveness of library services through the provision of marketing support in the following areas:

- Contribute to the development of effective marketing and graphic design concepts
- Contribute to the development of efficient promotional systems and procedures
- Design and produce printed materials including effective marketing and promotional materials, stationery, certificates, floor plans and signage
- Liaise with external printers and provide them with print ready documents
- Assist in the administration of the Spydus Events booking module, including inputting details of library events and programs.
- Contribute to the maintenance of the library webpage and intranet content
- Contribute to social media campaigns
- Undertake tasks such as printing and copying, laminating, guillotining and binding of printed materials
- Maintain and distribute supplies of library event promotional materials and stationery to branches
- Liaise with translation services in relation to marketing collateral where applicable.

Customer Service

Contribute to the effectiveness of library services through the provision of quality customer responsive support in the following areas:

- Contribute to efficient and appropriate reception and telephone answering procedures and routines
- Assist in the quotation process for external print jobs
- Contribute to maintaining the central records management systems by filing correspondence, design material, images and other applicable documents into the Corporation's electronic records management system.

Occupational Health and Safety

- Contribute to a safe working environment in accordance with Occupational Health and Safety legislation.

ORGANISATIONAL RELATIONSHIPS

Reports to:	Coordinator Marketing and Communications
Supervises:	Nil
Internal Contacts:	Manager Corporate Services, Manager Finance, Administration Team, Manager Library Operations, Manager Collections and Information Services, Coordinator Partnerships and Programs and Library Branch Staff
External Contacts:	Local government departments, printers, interpreting services and library users

ACCOUNTABILITY AND EXTENT OF AUTHORITY

The position is accountable to the Coordinator Marketing & Communications for effectively undertaking allocated responsibilities within clearly established guidelines and timelines, but with scope to exercise discretion in the application of established standards and procedures.

JUDGEMENT AND DECISION MAKING

The objectives of the work are usually well defined but the particular approach to be used may be selected from a range of available techniques. Guidance and advice are always available.

KEY COMPETENCIES

Specialist skills and knowledge

- Experience in the development and production of quality promotional materials
- Knowledge of print production and associated processes
- Knowledge and experience of design layout in a range of formats
- Ability to set up artwork when required
- Experience in maintaining web content
- Proficiency in office software applications and in the use of drawing software applications (Creative Cloud Adobe suite or similar)

Interpersonal skills

- Strong oral and written communication skills with the ability to gain the co-operation of others
- Support for the achievement of team objectives before individual goals.

Organisational skills

- Time management skills, ability to effectively plan, prioritise and achieve objectives within an allocated timeframe.
- Strong commitment to quality and customer service.
- Ability to provide support to others through basic guidance and training.

QUALIFICATIONS AND EXPERIENCE

- Post-secondary qualifications and experience, or lesser formal qualifications and extensive relevant experience.
- Valid Victorian driver's licence preferred.
- The incumbent will be required to undertake a National Police Check at the time of commencement and at regular intervals there-after.

INHERENT REQUIREMENTS

The position includes some manual handling as an inherent physical requirement of working in this role.

Task	Performed Often (5+ times in one shift or sustained for 30 minutes)	Performed Sometimes (Less than 5 times in one shift)	Never / Rarely Performed
Passive			
Keyboard duties	✓		
Reading tasks	✓		
Writing tasks	✓		
Telephone duties (incoming and outgoing calls)	✓		
Sitting (extended periods)	✓		
Walking / Standing (brief periods)	✓		
Walking / Standing (extended periods)		✓	
Climbing stairs		✓	
Driving a car		✓	
Manual Handling			
Lifting / carrying < 20kg		✓	
Lifting / carrying > 20kg			✓
Pushing / Pulling trolleys		✓	
Bending, squatting or reaching	✓		
Repetitive arm / wrist movements	✓		
Bending or twisting spine		✓	
Looking up/down	✓		
Reaching forwards or sideways	✓		
Gripping or grabbing	✓		
Sensory			
Fine Hand Coordination		✓	
Hearing – hold direct conversation	✓		
Hearing – telephone	✓		
Visual – read materials and signage	✓		
Emotional			
Exposure to challenging conversations and behaviours		✓	
Providing empathy and support		✓	

Note: This table is not an exhaustive of all the job factors, however forms a basic capability guide to the activities required to undertake the role.

SELECTION CRITERIA

- Ability to effectively and efficiently undertake allocated administration and promotional functions.
- Sound organisational and communication skills.
- Ability to contribute as a team member with a quality and customer service focus.
- Proficiency in office software and relevant graphic design software applications.
- Relevant qualifications and/or experience.

HOURS OF DUTY

Engaged on a 38-hour week pay rate scale: Monday – Friday.

GENERAL EMPLOYMENT CONDITIONS

1. General Conditions

- WMRLC employees are required to observe all Corporation policies, codes of conduct and follow work instructions and relevant regulations.
- Employees are expected to manage Corporation records in accordance with the relevant policies and procedures.
- Working conditions are governed by the WMRLC Enterprise Agreement.

2. OH&S and Risk Management

All staff are expected to:

- Follow established safe operating practices, procedures and instructions;
- Take reasonable care for their own OHS and that of their colleagues;
- Seek assistance when unsure of practices and procedures to perform a task;
- Report all hazards, incidents, injuries, near misses and potential risks as soon as practicable to their supervisor;
- Actively participate and contribute to preventative OHS strategies, audits, team meetings and training.

Staff in a supervisory role are required to ensure compliance with safe work practices, provide appropriate directives regarding safety, and intervene to cease any unsafe practices observed in the workplace.

3. Equal Opportunity, Human Rights and Bullying

The Corporation is committed to the principles of Equal Opportunity and Human Rights and believes that all employees should be able to work in an environment free of discrimination and harassment. Staff are encouraged to support each other in creating and maintaining an environment that is free of harassment.

All employees of the Corporation have a responsibility to treat each other fairly and with respect and act in accordance with the Occupational Health and Safety, Equal Opportunity and Bullying in the Workplace policies. As an employer, the Corporation will not defend or support discriminatory actions of staff that are unlawful.

4. Code of Conduct

All staff are required to observe the standards of conduct and behaviour outlined in the Code of Conduct. A breach of the Code may result in counselling and disciplinary action. A substantial breach may result in termination of employment.

5. Privacy

The Corporation is committed to complying with the Victorian Privacy and Data Protection Act 2014. The Corporation recognises the importance of the privacy of personal information collected by the Library Service and is committed to ensuring that personal information is appropriately stored and managed. All employees are required to follow the Corporation's Information Privacy Policy at all times.

6. Child Safety Commitment

The Corporation is committed to the safety and well-being of all children and young people participating in our programs and visiting our libraries. All employees are expected to adhere to the Corporation's Child Safe Policy, acknowledging their right to be treated with respect and protected from harm.

ACKNOWLEDGEMENT

I, _____, have read and understood the position description and agree to perform in the position of Marketing and Communications Assistant as per the requirements of the position description.

(Employee signature)

Date

(Manager Corporate Services)

Date