

Position Description

Library Marketing and Events Officer

August 2026



DETAILS

Team and Department	Library Services
Division	Community and Culture
Supervisor	Supervisor Library Marketing and Events
Direct Reports	NA
Grade	Grade 11
Delegation of Authority	NA
Budget	
City Plan Directions	5d. Provide library programs, resources and facilities. Provide innovative and inspirational opportunities for education and leisure

PURPOSE

In collaboration with the Events and Marketing Supervisor and Senior Officer, plan and implement the annual calendar of library events and exhibitions; manage its social media channels and assist with the execution of all marketing and promotional activity, including print and digital communications to drive visitation, participation and membership for all of Randwick City Library’s programs, services, events and locations.

KEY ACCOUNTABILITIES

1. Implement marketing and communication campaigns and tactical plans and activities which promote Randwick City Library and its services, events and public programs.
2. Manage the Library’s social media channels consistent with Council’s overall social media strategy. This includes developing effective social media campaigns and content, and staying abreast of emerging trends and best-practice methods.
3. Assist with managing the marketing presence of Randwick City Library across offline and online channels including website, EDMs/eNewsletters, social media, and other marketing collateral.
4. Design, produce and distribute a range of promotional and informative material (print and digital), including the bi-monthly “What’s On at the Library” brochure.
5. End-to-end planning and management of events, projects and functions, such as author talks, exhibitions and launches, outreach events, and bespoke once-off events for Randwick City Library.



INTEGRITY – CUSTOMER FOCUS – ACCOUNTABILITY – RESPECT – EXCELLENCE

6. Work with the library team, relevant Council staff and stakeholders to plan events, workshops, projects and functions. This includes sourcing and securing speakers, performers and sponsors, and liaising with relevant stakeholders.
7. Implement a calendar of events and exhibitions to engage the Randwick Community.
8. Work on the customer service desk at the three library locations.

KNOWLEDGE, SKILLS AND ABILITIES

ESSENTIAL

1. Tertiary qualifications in marketing, business, events, communications, media, or a related discipline, and/or equivalent industry experience, together with 2+ years' relevant experience in a similar role.
2. Strong understanding of social media platforms and best practices, with demonstrated experience in developing and implementing effective social media campaigns and content.
3. Demonstrated experience in event management.
4. Demonstrated experience in digital marketing including the use of web content management systems and EDMs, event booking and social media platforms.
5. Excellent creative problem-solving ability with the ability to develop tailored content for different audiences and channels through words, images and video.
6. Intermediate experience using the Adobe Creative Cloud design software, or similar (specifically Adobe InDesign, Photoshop, Illustrator and Acrobat) to produce quality and visually appealing promotional materials.
7. Demonstrated ability to effectively organise, co-ordinate and manage workloads and several concurrent tasks.
8. Excellent oral and written communication and interpersonal skills.

DESIRABLE

1. Experience working in libraries, or in local government.
2. Photography skills.
3. Experience using video editing software.

CORPORATE REQUIREMENTS

Position falls under the definition of child related employment	YES
WHS General Construction Induction (White) card	NO
Good driving record or possession of a driving licence required	NO
Position required to make a disclosure of pecuniary interest	NO
Criminal History Check	NO
Record keeping responsibilities	YES

Delegations

Decisions associated with this position are to be made in accordance with the Delegations of Authority.

Code of Conduct

All staff are required to adhere to the Code of Conduct.

Workplace Health and Safety

All staff are required to adhere to Councils Workplace Health and Safety Policy.

Equal Employment Opportunity

All staff are required to participate in and demonstrate behaviour that supports the EEO Policy and EEO Management plan.

Recordkeeping Responsibilities

Ensure accurate records are maintained in Council's corporate information system for all customer queries, customer complaints and documenting evidence of business transactions.