

CROYDON COUNCIL

ROLE PROFILE AND PERSON SPECIFICATION

DIRECTORATE:

Sustainable Communities, Regeneration and Economic

DIVISION:

Culture and Community Safety

JOB TITLE:

Library Engagement Officer

ROLE PROFILE

Job Title:	Library Engagement Officer
Directorate:	Sustainable Communities, Regeneration and Economic
Division:	Culture and community safety
Grade:	Grade 4
Hours (per week):	36
Reports to:	Library Development and Marketing Manager
Responsible for:	No direct reports but responsibility for promoting the library service in the community and maximising participation by co-ordinating the promotion of library events with Museum & Archives, Culture team and community partners. Implement communications and marketing plan aligned to Universal offers and Mayor's priorities.
Role Purpose and Role Dimensions:	To implement the policies and objectives of Croydon libraries and archives through the delivery of a high quality library service as part of a team which meets with the requirements of the local community, and the priorities of the Library and Culture & Heritage strategy. Assist in the management of bookable library hire spaces
Commitment to Diversity:	The council has a strong commitment to achieving equality of opportunity in its services to the community and in the employment of people. It expects all employees to understand, comply with and promote its policies in their own work, undertake any appropriate training to help them to challenge prejudice or discrimination.
Key External Contacts:	▪ Members of the public ▪ Third sector and voluntary organisations ▪ Community Groups ▪ Partner organisations and networks
Key Internal Contacts:	▪ Library and Archives teams ▪ Museum team

- Culture, Leisure and Libraries team
- All Council departments and services

Financial Dimensions:

- To ensure marketing expenditure is in line with agreed budgets and the council's financial governance parameters

Key Areas for Decision Making:

- That promotional opportunities are identified and shared with the team
- That defined library branding guidelines and Council social media policies and procedures are followed

Other Considerations:

Croydon Libraries and research room currently operate between the hours of 9am-7pm Monday to Friday and 9am-5pm Saturday, subject to future changes.

The post holder will be expected to demonstrate flexibility in working hours and locations to support the needs of staff team and service delivery. This may require evening and weekend working and/or a change of location with prior notice.

Participate in the Council's Civil Emergency exercises

Is a satisfactory disclosure and barring check required?
[\(click here for guidance on DBS\)](#)

Standard DBS check

What level of check is required?

Is the post politically restricted
[\(Click here for guidance on political restriction\)](#)

No

Is the post exempt from the Rehabilitation of Offenders Act (ROA) 1974
[\(Click here for guidance on ROA \)](#)

No

**Key Accountabilities
and Result Areas:**

**Promotion of library
activities and events**

Key Elements:

This will involve:

- Ensuring website and social media sites are regularly updated with forthcoming news, events and activities
- Creation and distribution of a regular eNewsletter to the library mailing list
- Collect content from all frontline staff for onward promotion and evaluation.
- Co-ordinating the production of print materials as required
- Researching new channels for library promotion
- Attending activities and events both in libraries and through outreach to support promotion and to collect feedback.
- Contribute to full compliance with council policies and procedures and all documentation required by management including (but not limited to) Risk Registers, Business Continuity Plans (BCPs), performance and activity reports etc.

**Manage and promote
hire of library spaces**

This will involve:

- Working closely with Library Development and Marketing Manager, Library Operations Manager and other libraries teams to manage and coordinate available library hire spaces
- Communicate effectively with potential partners
- Manage and coordinate use of library hire spaces
- Flexibility to accommodate partners by meeting on site, opening spaces, and providing relevant resources and equipment
- Liaise and update management team on a regular basis

**Ensure collaborative
working across
Libraries, Archives ,
Museums and Culture
reviewing a budget**

This will involve:

- Working closely with Libraries, Archives, Museum and

for the division

Culture teams to support the promotion of activities and events across the whole service

- Ensuring developments are identified that improve the customer experience when visiting libraries and archives

The specific duties of the post may change from time to time as the service develops into different areas of provision without altering the nature of the post

Confidentiality

- Treating all information acquired through employment, both formally and informally, in confidence. There are strict rules and protocols defining employee access to and use of the council's databases. Any breach of these rules and protocols will be subject to disciplinary investigation. There are internal procedures in place for employees to raise matters of concern regarding such issues as bad practice or mismanagement.

Data Protection

- Being aware of the council's legal obligations under the Data Protection Act 2018 (the "2018 Act") and the EU General Data Protection Regulation ("GDPR") for the security, accuracy and relevance of personal data held, ensuring that all administrative and financial processes also comply.
- Maintaining customer records and archive systems in accordance with directorate procedures and policies as well as statutory requirements.
- Treating all information acquired through employment, both formally and informally, in accordance with the **Workforce Data Protection Policy**.
- There are strict rules and protocols defining employee access to and use of the council's databases. Any breach of these rules and protocols will be subject to disciplinary investigation. There are internal procedures in place for employees to raise matters of concern regarding such issues as bad practice or mismanagement.

Contribute as an effective and collaborative team member

This will involve:

- Participating in training to demonstrate competence.
- Undertaking training as required for the role.
- Participating in the development, implementation and monitoring of service plans.
- Championing the professional integrity of the service.

Equalities and Diversity

- The council has a strong commitment to achieving equality of opportunity in its services to the community and in the employment of people. It expects all employees to understand, comply with and promote its policies in their own work, undertake any appropriate training to help them to challenge prejudice or discrimination.

Health and Safety

- Being responsible for own Health & Safety, as well as that of colleagues, service users and the public.
- Employees should co-operate with management, follow established systems of work, use protective equipment and report defects and hazards to management.
- Managers should carry out, monitor and review risk assessments, providing robust induction and training packages for new and transferring staff, to ensure they receive relevant H&S training, including refresher training, report all accidents in a timely manner on council accident forms, ensure H&S is a standing item in team meetings, liaise with trade union safety representatives about local safety matters and induct and monitor any visiting contractors etc, as appropriate.

Person Specification

Job Title:	Library Engagement Officer, SCRER
Essential knowledge:	• Sound understanding of what constitutes a successful library service • Understanding of health and safety and safeguarding in a library environment • Understanding of the local government context and the role that libraries can play in addressing the wider priorities of a council (such as health, wellbeing, worklessness, culture etc) • Understanding of the effective promotion of library services • Understanding of community engagement, ability to involve the local communities in library services
Essential skills and abilities:	• Ability to work effectively as part of a team • Ability to be resilient and embrace change • Ability to use own initiative • Ability to interact with internal and external contacts, displaying a professional attitude at all times • Ability to be an effective ambassador of the library service • Proven customer focus and customer service skills • Ability to communicate confidently and assertively with colleagues, customers, volunteers and partners • Excellent attention to detail • Flexibility to work outside of normal office hours or at different locations • Able to work unsupervised whilst remaining a team player • Sound knowledge and ability to effectively use social media platforms (such as Facebook, Instagram, X, TikTok) • Ability to competently use the core Microsoft Office suite (excel, Word, PowerPoint and Outlook), communication tools such as MS Teams • To be flexible and have the ability and experience to manage change
Essential experience:	• Experience of working in a library service or related environment • Experience of community engagement • Experience of working effectively as part of a team • Experience of using social media (including Facebook Instagram, X, TikTok) • Experience of updating webpages • Experience of delivering to deadlines
Special conditions:	• Flexibility in working hours and location to support the needs of libraries and service delivery • Wearing of a photo ID/name badge • Adhere to Council dress code