

Job Description

This form is used to provide a complete description of the specific job (or role) and defines the skills, knowledge and abilities required to undertake the specific and generic role profile.

Section A: Specific Role Profile

The specific role profile provides key information relating to the salary and working conditions e.g. location of a job, along with the current focus of the job role and a brief description of the main duties.

Role Details

Job Title:	Reader Development Librarian	JEID	J0410
Salary Grade:	H		
Team:	Library & Information Service		
Division / Service:	Business & Customer Services		
Directorate:	Resources		
Primary Location:	Based in Warwick but with Countywide responsibilities		
Political Restriction	This post is not politically restricted		
Responsible to:	Principal Librarian: Reading and Learning		

Role Purpose

To contribute to the development of library service strategy and policy for audience development and be responsible for developing and delivering excellent customer/community focused audience development programmes.

Role Responsibilities

Within the context of service plans and policies, the post holder may be asked to carry out any of the following duties:

1. As part of the Reader Development Team, to be responsible for developing library services for readers and audience development, to meet the strategic objectives of the library service and corporate priorities.
2. Develop, promote and deliver activity packages, programmes, projects and initiatives which engage with and increase take up of library services across the network and in the community, e.g. World Book Night, National Libraries' Week, Health Information Week, Black History Month, Get Online Week and Young Poet Laureate. This post will coordinate and deliver activities across the county, which will involve hosting virtual and face to face events such as author talks and the delivery of outreach activities in the community.

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3. To develop and work with Operational Teams to deliver library services and audience development programmes, to increase audience awareness and take-up of services and meet strategic objectives and to ensure support for service initiatives and projects at the point of delivery.
4. Participate in the development and delivery of training modules and opportunities to ensure library staff are confident and equipped with the skills to reach the target audience. Work collaboratively with Warwickshire library colleagues, Warwickshire County Council staff and partners by delivering reader development outreach initiatives across Warwickshire.
5. Working with colleagues across the service to ensure stock across the network meets customer and community needs, by involvement in selection of appropriate stock, setting and monitoring standards for stock promotion and exploitation, and maintaining awareness of the latest audience and publisher trends.
6. Working with the Virtual Library and Enquiry team and Digital team to maximise the use of ICT and library electronic resources to engage new audiences.
7. To monitor and evaluate audience development activities and library services to designated target groups, to ensure that a consistent, successful and value for money offer is delivered.
8. To encourage, support and develop income generation opportunities
9. To maximise opportunities for cross-marketing across all Library and Directorate services to increase awareness and take-up of services.
10. To contribute to the development of relevant partnerships within the County Council and voluntary and statutory organisations to further develop services within this service area.
11. Through the development of positive working relationships within the Directorate, wider County Council and other agencies, work as an advocate for the library service in this service area.
12. To be responsible for the management of relevant budgets, as required, following County financial regulations ensuring the budget is effectively spent and that the programme of activity supports the Service Plan objectives.
13. Willingness to undertake learning and development as required.
14. To deputise, as required, for the Senior Librarian: Priority Groups and other members of the Library Service.
15. To investigate, resolve and act on customer complaints relating to the responsibilities of this post.
16. To uphold the County Council's policies relating to Equality and Diversity, Health and Safety, and ensure that they are understood and upheld by others.

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17. To undertake, as required, any other duties that are commensurate with the grading of the post

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Section B: Person Specification

The person specification provides a list of essential and desirable criteria (skills and competencies) that a candidate should have in order to perform the job.

Each of the criteria listed below will be measured through; the application form (A), a test / exercise (T), an interview (I), a presentation (P) or documentation (D).

Essential Criteria	Assessed By:
<ul style="list-style-type: none"> Degree, post graduate diploma or equivalent level qualification in Library and Information Science. 	A, D
<ul style="list-style-type: none"> Relevant experience with target groups 	A, P, T
<ul style="list-style-type: none"> Experience of planning and managing activities and events 	A, P, T
<ul style="list-style-type: none"> Demonstrate ability to inspire and motivate staff and to share enthusiasm and knowledge of books and reading with customers & colleagues 	A, I, P
<ul style="list-style-type: none"> Demonstrate ability to communicate clearly & effectively in person, in writing and giving presentations 	A, I
<ul style="list-style-type: none"> Demonstrate ability to organize and implement work programmes effectively, to work under pressure and tight deadlines 	A, I, T
<ul style="list-style-type: none"> Demonstrate ability to identify, engage and work with appropriate partners 	A, I
<ul style="list-style-type: none"> Demonstrate ability to produce imaginative solutions to problems and issues facing the library service, and translate ideas into practical actions 	A, I, P
<ul style="list-style-type: none"> Experience in the use of general office software e.g. word processing, spreadsheets, presentation software, email, searching the internet etc 	A, I
<ul style="list-style-type: none"> Commitment to continuous improvement in service quality 	A, I
<ul style="list-style-type: none"> Willingness to undertake training and development opportunities 	A, I
<ul style="list-style-type: none"> Demonstrate a commitment to customer care 	A, I
<ul style="list-style-type: none"> Demonstrated an appreciation of / sensitivity to Equal Opportunities issues 	A, I
<ul style="list-style-type: none"> Ability to travel effectively around the County 	A, I
<ul style="list-style-type: none"> Demonstrate a high degree of personal initiative, enthusiasm and motivation 	A, I, P
<ul style="list-style-type: none"> Ability to work flexibly –including Weekends and evenings as required 	A, I
<ul style="list-style-type: none"> Ability to undertake the duties of the post 	A, I
<ul style="list-style-type: none"> Awareness of health & safety issues 	A, I
<ul style="list-style-type: none"> The ability to converse at ease with members of the public and provide advice in accurate spoken English is essential for the post. 	A, I
<ul style="list-style-type: none"> The successful applicant will be subject to a criminal record enhanced check with the Disclosure & Barring Service (DBS) before the appointment can be confirmed 	D

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Section C: Working Conditions

The working conditions relate to those non-contractual elements of the job that may impact on the holder of the position, as well as those workplace-based responsibilities that are part of this job. These are not contractual but provide a guide to the working conditions and hazards that may be faced.

Health & Safety at Work

To take responsibility for your own health, safety and wellbeing, and undertake health and safety duties and responsibilities in accordance with all Warwickshire County Council policies, procedures and arrangements as specified for the post / role.

Potential Hazards

The hazards ticked below are elements of the job that may need to be considered when applying for the role, as well as when completing a Work Health Assessment.

<input type="checkbox"/> Regular client contact or care	<input type="checkbox"/> Exposure to noise levels (above 80dbA)
<input type="checkbox"/> Lone working	<input type="checkbox"/> Working with waste or refuse
<input type="checkbox"/> Night working	<input type="checkbox"/> Food Handling
<input type="checkbox"/> Work at heights	<input checked="" type="checkbox"/> Manual handling tasks
<input type="checkbox"/> Working in confined spaces	<input type="checkbox"/> Electric work
<input checked="" type="checkbox"/> User of Display Screen Equipment (DSE)	<input type="checkbox"/> Contact with Latex
<input type="checkbox"/> Repetitive tasks	<input type="checkbox"/> Chemical / Dust / Fume Exposure (COSHH)
<input type="checkbox"/> Continual telephone use (<i>call centre</i>)	<input type="checkbox"/> Working with vibrating tools / machinery