

Job Title: Library Development and Innovation Manager- Learning, Health, Literacy and Culture	Role Profile Number: LI008
Grade: Q Salary:	Date Prepared: 2018
Directorate/Group: Delivery / Library and information Service	Reporting to: Head of Service
Structure Chart attached:	

Job Purpose

- As part of the Library Service Senior Management Team, work with the Head of Service to ensure the development and delivery of a high quality sustainable service as outlined by council members and which meets the needs of residents. This will include the transition of the library service to the agreed delivery model.
- Embed the vision and strategy of the library and the wider Council agreed values and behaviours across the service.
- Ensure the identified vision, mission and strategic objectives of Swindon Library and Information Service are reflected in all the services that are delivered and embedded across the Service
- Take a lead role in the development of the whole service, with a focus on performance and innovative development of services to achieve financial outcomes and outcomes for residents.
- Work with other key stakeholders to ensure the library service works collaboratively to achieve collective objectives to improve the learning, literacy and reading outcomes specifically and wider health and wellbeing of the residents of Swindon.
- To lead and manage Development services for Libraries and ensure agreed outcomes for delivering services within the Core Libraries and in community settings
- To take lead responsibility, both within the Council and externally, for the development and provision of all learning, health ,literacy and cultural services to support the delivery of a high quality, customer centered and inclusive library and information service through Libraries and by working with Communities.
- Working with Arts organisations and local artists, writers, illustrators, musicians and others inspire people to take part in and discover a love of culture and literature by seeking funding to expand range of cultural activities taking place in libraries

Key Accountabilities

- To lead the development, improvement and review of all library policies and practices with regard to learning, health, literacy and cultural services ensuring that the strategic aims of both the Council and the library service are met
- To manage, lead and develop the Libraries outreach and volunteer team to effectively deliver

- services and ensure work is aligned to Library and corporate priorities
- To lead on all learning, literacy and health issues both within the Council and externally
 - To manage the budgets for learning, health, literacy, cultural and volunteer services actively seeking ways for the service to develop new income streams and maximising current income streams , developing traded services for schools and other organisations
 - To manage the provision of Home Library service, working with the volunteer coordinator
 - To represent the service on local, national and professional groups and bodies
 - To successfully develop and deliver the team Business Plan and actively contribute to the overall Library and Information Service business plan ensuring that the plans are monitored and outcomes delivered, working in co-operation with other library teams.
 - To manage the promotion and marketing of the libraries and Information services to all sections of the community, especially to non-users and those who may be socially disadvantaged.
 - To develop and deliver programmes for promoting learning, health, literacy, cultural activities and the love of reading to all age groups , working with external and internal partners in Swindon, regionally and nationally
 - To deliver on the nationally agreed Universal Reading, Health, and Cultural offers
 - To strive for excellence and monitor performance , establishing local performance indicators as necessary , taking into account any agreed standards and user needs, analysing performance, setting and monitoring targets and identifying action for continuous improvement
 - To be responsible for maintaining and developing a performance management culture within the library service teams, ensuring effective performance review and target setting and assessment of training and development needs takes place for all staff so that the staff are given appropriate direction, feedback, guidance and support
 - To implement a programme of events and projects across Swindon to promote and enhance the service, including working with schools, and community groups
 - To develop ways in which volunteers could contribute to and support the Library and Information service
 - To develop and prepare funding bids for Learning, health literacy and cultural projects, working in partnership with internal and external stakeholders
 - To deputise for the Head of Libraries and Information Services.

Supplementary Accountabilities

- Direct line-management of outreach Librarians , Volunteer Coordinator and staff delivering projects
- To develop and deliver high quality training for library staff, volunteers and communities
- To develop traded services for schools and other organisations to maximise income opportunities.
- To increase usage of Swindon's libraries through a programme of outreach, events and marketing and to monitor the effectiveness of the programme
- To ensure that the outputs and outcomes of activities, particularly their impact on customers and customer satisfaction, are monitored to the service's performance requirements
- To effectively deliver and monitor projects and work that has resulted from funding bids.
- To ensure the effective delivery of the learning, literacy, health and cultural activities work,

meeting performance targets and meeting strategic objectives, raising issues and risks as appropriate

- To identify the needs of the user and the potential user to improve the reader development programme
- To strive for continuous improvement in learning, health, literacy and cultural services, investigating best practice and alternative models of working. To aim constantly for maximum efficiencies in order to maintain quality whilst reducing costs
- To ensure delivery of excellent customer service
- To keep abreast of learning, health, literacy and cultural innovations, to consider their relevance to service strategies and make recommendations on exploitation as appropriate
- To prepare and make recommendations to the Libraries Senior Management Team on the allocation of budgets
- To develop and deliver a programme of events and activities that deliver nationally agreed Universal offers, increasing the number of adults reading for pleasure and using libraries
- To develop internal and external partnerships to support learning, health, literacy and cultural activities
- To deliver the outcomes of funded bids, working with the Arts Council and organisations to ensure the projects are developed effectively and budget spent in accordance with bids
- To develop partnerships with target groups, external agencies, council services, and other stakeholders, to promote the use of libraries and work with staff in the core libraries to develop these partnerships
- To develop shared services between the library service and health related organisations to provide an excellent health and wellbeing offer and meet library service and partners' strategic priorities
- To take part in projects, cross library service or corporate working groups as required. To act as project manager as required
- To be responsible for maintaining and developing a performance management culture within the library team. To ensure effective performance review and target setting and assessment of training and development needs takes place for all staff so that the staff are given appropriate direction, feedback, guidance and support
- To develop and deliver high quality training for library staff, volunteers and communities
- To ensure that the outputs and outcomes of activities, particularly their impact on customers and customer satisfaction, are monitored to the service's performance requirements
- To identify and deliver local and national initiatives across Swindon's libraries
- To ensure all procedures with regard to learning, literacy, health and cultural services are communicated to staff and customers
- To represent the library service externally and corporately as required
- To work and review personal work objectives, priorities and performance targets and develop a personal development plan with line manager
- To undertake such other duties as may be required from time to time commensurate with the level of the post.
- To comply with all decisions, policies and standing orders of the Council and any relevant statutory requirements, including the Equality Act, the Health and Safety at Work, Data

Protection Act and safeguarding.

- To promote the Equalities and Diversity agenda for Swindon libraries

Knowledge & Experience *Candidates must have substantial knowledge and experience in the following areas and will be required to provide evidence of this:*

- Significant experience of delivering reading, literacy ,health and outreach in a public library service or other public facing environment
- Experience of managing staff
- Knowledge and experience of library and Information service national policy and Universal Offers for Learning, Health Reading and Culture
- Significant experience of managing projects
- Experience of marketing and promotion including the use of social media
- Excellent customer care skills
- Experience of handling complex enquiries and dealing with the general public
- Ability to innovate and encourage innovation in others to see maximum benefit to the service
- Creative and flexible approach to problem solving
- Creative approach to managing change
- Ability to identify and deliver good practice
- Well-developed organisational skills
- Excellent communication skills both written and verbal
- Ability to deliver presentations, talks and training to an excellent standard
- Good IT skills and the ability to use IT effectively
- Evidence of leadership of successful change management
- Knowledge of large scale external funding opportunities (eg Lottery, EU funding, major trusts and foundations, etc).
- Ability to think on feet to resolve day-to-day issues and ensure delivery and targets are met.
- Experience of delivering working through others
- Ability to set and articulate vision and strategy, engaging with external stakeholders
- Knowledge of income generating opportunities available
- Political sensitivity and an ability to establish positive relationships, which engender confidence and respect for a wide range of stakeholders
- Effective analytical skills and ability to set and achieve stretching targets
- Highly effective skills to performance manage staff ensuring continual improvement
- Experience of marketing and promotion including the use of social media
- An understanding of and sympathy for the goals of a modern public library and information service
- Resilience and confidence to challenge, influence and enable senior leads – including strong negotiation skills, particularly around the conflict of project needs and functional operational priorities
- Able to rapidly build and establish trusted networks to unblock challenges and, where necessary, resistance.

Qualifications

Essential

- Degree and Chartered/qualified librarian, or willingness to undertake and complete the CILIP Chartership within 2 years of appointment
- Experience of working at a service manager level (or higher) in frontline service delivery (public or private sector)
- Demonstrable experience of leadership capabilities

<ul style="list-style-type: none"> • <u>Job Scope</u> • Number and types of jobs managed Up to 4 members of staff • Typical tasks supervised/allocated to others 	<ul style="list-style-type: none"> • Budget Holder • Responsibility • Asset Responsibility: 	<ul style="list-style-type: none"> • Yes • .
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Contacts and Relationships *(how the role relates to the work of others i.e. officers, groups, committees, general public, members, partner organisations, internal and external contacts of the council)*

- Other library staff
- Councillors
- National Agencies e.g. Book Trust, Reading Agency, ACE, ASCEL,
- Community groups
- Volunteers
- Localities

Values and Behaviours

We strive to underpin our culture through strong management and authentic leadership, this means getting the management basics right, and ensuring what we commit to individually and collectively, we own and demonstrate accountability aiming to get things right first time. Building on this we also expect everyone at SBC to demonstrate and live our organisational values and behaviours , this means in our work we are:

Connected: We put Swindon and its people at the heart of everything we do.

We display a communication and behaviour style that promotes a positive Council identity in connecting with residents, customers, colleagues and other stakeholders ensuring a partnership approach to delivering our vision. Always asking, “is what I am doing in the best interests of Swindon and its people,”?

Resilient: We are forward thinking and work smart

We seek to identify where things can be improved, ensuring this learning is embedded, evaluated and built upon through a strong approach to continuous organisational development.

Brave: We respect and work together with our colleagues and customers to achieve success

We act in an emotionally intelligent way, setting positive examples around accountability, risk and governance. This will be delivered through developing ourselves and our teams to achieve the highest possible levels of productivity and performance.

Other Key Features of the role (working environment / emotional / conditions i.e. regular outside work, unpleasant or hazardous conditions, practical demands such as standing, carrying or working in constrained positions, potential verbal abuse and aggression from people, or risk of injury)

Employee Signature:	Print Name:
Date:	
Line Managers Signature:	Print Name::
Date:	