


<b>Profile Title:</b>	Strategic Development Manager	 <b>BARNSLEY</b> Metropolitan Borough Council			
<b>Reports to:</b>	Head of Service				
<b>Employee Management:</b>	6 Employees	<b>Grade:</b>	10	<b>Profile Ref:</b>	116903

### Purpose of the Post

To provide leadership, development and delivery of strategic library objectives and functions, including information provision, digital services, stock management, marketing and promotion and outreach activities.

### Responsibilities

- Lead on the development and delivery of a diverse range of activities, initiatives and events to support the national Universal Offers and strategic outcomes for public libraries and ensure a consistent brand and offer across all libraries.
- To contribute to a digital approach across the service, developing activities and support to enable customers and staff to maximise and benefit from the use of digital technologies.
- Lead on the development of customer focussed audience development, engagement and marketing plans and activities using all media channels.
- Ensuring the delivery of a vibrant programme of activity to meet strategic objectives and increase the usage of public libraries.
- To lead on library supplier specifications, stock selection, promotion, editing, stock management and rotation to maximise usage and ensure collections are current, relevant and meet changing customer demands.
- Be responsible for the leadership and management of a team of employees, providing direction and co-ordination of workloads, support and guidance, dealing with recruitment, motivation, training, performance and development reviews, welfare, absence and discipline issues as appropriate.
- To oversee the creation of relevant volunteering opportunities and subsequent recruitment, training and activity of volunteers in the service area.
- Proactively liaise, negotiate and collaborate with internal and external stakeholders including senior managers, employees, members of the public, and partnership agencies developing and maintaining relationships to ensure effective service delivery.
- Keep abreast of library developments as well as maintain knowledge of local and national developments, legislation, policies and procedures to enhance the service to satisfy internal and external demands.
- Provide professional advice, guidance and information in relation to public library functions and represent the Service at associated meetings as and when required.
- To be responsible for the financial management and monitoring of any allocated budgets or grant funding as devolved by the Head of Service.
- Develop and deliver briefing and training sessions for staff, partners and external organisations.
- Contribute to the development of service strategies, policies and plans, developing social impact measures and monitoring performance against objectives and targets.

- To have a thorough knowledge and understanding of and utilise all systems relevant to the delivery of functions within the area of responsibility.
- Comply with all health and safety regulations, legal requirements, statutory requirements, standing orders and financial regulations of the Council.

<b>Education and Training</b>	<b>Measure</b>	<b>Rank</b>
• Level 6 degree in a relevant subject (e.g. arts, culture, education)	A/C	E
• Level 6 qualification in librarianship or equivalent, or Level 6 degree and postgraduate qualification in librarianship or equivalent.	A/C	D
• Member of Chartered Institute of Library and Information Professionals	A/C	D
• Level 5 Management or Leadership qualification	A/C	D
• Willingness to undertake the Council's internal Leadership Programme	A/I	E
<b>Relevant Experience</b>	<b>Measure</b>	<b>Rank</b>
• Significant experience working in a public library environment.	A/I	E
• Experience using and evaluating digital services and online resources, in particular relating to information provision, education, employment and training.	A/I	E
• Experience of delivering diverse and successful activity and events programmes	A/I	E
• Experience of increasing participation in libraries and developing targeted marketing or engagement plans	A/I	E
• Significant experience of library stock management and the development of stock management policies and procedures.	A/I	E
• Experience of the management of teams, setting targets, managing and monitoring performance	A/I	E
• Experience of managing budgets	A/I	D
• Experience of successful management of projects.	A/I	D
<b>General and Special Knowledge</b>	<b>Measure</b>	<b>Rank</b>
• In depth knowledge and understanding of relevant national and local government policies, legislation and developments, including statutory responsibilities of public libraries.	A/I	E
• Knowledge of authors, titles and a broad range of information resources.	A/I	E
• Knowledge and understanding of communication, engagement and marketing tools.	A/I	E
• A strong commitment to deliver excellent customer service.	P/I	E
• Knowledge of the application of digital technologies to service delivery and improvements.	A/I	E
• Working knowledge of Microsoft applications, digitally confident and adept in the use of online resources.	P/I	E
<b>Skills and Abilities</b>	<b>Measure</b>	<b>Rank</b>
• Ability to identify new opportunities and produce targeted service delivery, engagement and marketing plans to meet strategic objectives.	A/I	E
• Excellent communication, negotiation and interpersonal skills with the ability to deal with a variety of internal and external stakeholders.	P/I	E
• High professional standards, including a well-developed ability to manage a challenging	A/I	E

workload under pressure and to deadlines, using own initiative and demonstrating skills in work prioritisation, organisation and time management.		
<ul style="list-style-type: none"> <li>Ability to work with internal and external customers and partnerships, sometimes in areas of tension and conflict to deliver common goals.</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>Ability to demonstrate a creative and innovative approach to service delivery, engagement and audience development.</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>Ability to present a positive attitude and support and motivate team members.</li> </ul>	I	E
<ul style="list-style-type: none"> <li>Accurate and methodical in the preparation of documentation, data or information and ability to present information verbally at meetings and by undertaking formal presentations, relevant to the designated audience.</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>Ability to effectively manage projects and associated budgets.</li> </ul>	A/I	E
<b>Additional Requirements</b>	<b>Measure</b>	<b>Rank</b>
<ul style="list-style-type: none"> <li>Willing to work flexibly in accordance with policies and procedures to meet the operational needs of the council.</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>Willing to undertake training and continuous professional development in connection with the post.</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>Work in accordance with the council's vision, priorities, values and behaviours.</li> </ul>	I	E
<ul style="list-style-type: none"> <li>Able to undertake any travel in connection with the post.</li> </ul>	A/I	E