CENTRAL OTAGO DISTRICT COUNCIL

Position Description

POSITION	:	**Library Digital Lead**
REPORTS TO	:	Libraries Manager
LOCATION	:	Roaming - must have flexibility to work across the district as needed.
HOURS	:	40 hours a week including rotational weekend work and additional coverage as agreed to for events and activities.

Purpose

The **Library Digital Lead** ensures the effective operation, integration, and innovation of digital services across Central Otago Libraries. This role focuses on supporting the Library Management System (LMS), RFID systems, digital platforms, and online services, while supporting staff and customers in navigating digital tools and resources. The position also contributes to strategic planning, digital literacy initiatives, marketing, and the continuous improvement of library technologies and workflows.

Our Values

Our values embody the culture of the Central Otago District Council, how we behave and how decisions are made. They are built by staff, for staff, ensuring that all employees are on the same page so we can achieve and deliver our vision.



Key Accountabilities

Digital Service Delivery

- Act as the technology lead and champion for the library service.
- Collaborate with the Libraries Manager to deliver reliable, customer-focused digital services.
- Promote and support the use of digital technologies including apps, online platforms, and emerging tools.
- Build staff capability and lead the development of customer learning opportunities.
- Create, add to, and update training material for staff on Council software.
- Manage customer access and authentication for subscribed platforms and databases in coordination with the Collections Librarian, Queenstown Lakes Digital Services Librarian, and Kōtui.
- Foster a culture of innovation, learning, and digital confidence across the team.
- Support the implementation of innovation by identifying and implementing emerging technologies, including AI, to enhance services and operations.
- Oversee all customer - facing and digital technology offerings across the service, including:
    - Virtual Reality (VR)
    - 3D printers
    - Makerspace and other creative digital technology equipment
- Lead the development and delivery of digital technology-based programmes for the community.

Digital Service Support

- Oversee daily operational support of APNK, the LMS and RFID systems, working with Kōtui, vendors, library teams, and CODC IS Team
- Evaluate current processes to improve efficiency and consistency; maintain documentation for core workflows.
- Stay informed on LMS upgrades and related technologies (e.g., RFID, library apps, APNK).
- Provide training, troubleshooting, and support for LMS, RFID, APNK and associated technologies across the district.
- Liaise with CODC IS Team, Kōtui and QLDC to ensure timely communication of system-related updates and issues.

Marketing, Promotions and Communication

- Maintain digital strategy and standards aligned with CODC Communications policies.
- Working alongside CODC Comms team oversee library website and social media content, ensuring usability, accessibility, and security.
- Track and coordinate staff contributions to social media; ensure appropriate messaging.

- Monitor and report on engagement metrics; improve user access and feedback mechanisms.
- Working with the Library Learning Co-ordinators to deliver a content-rich annual marketing plan aligned with library events and programming

Statistics and Reporting

- Analyse and report on digital engagement, system usage, and performance using tools like Power BI, Excel, and BLUEcloud Analytics.
- Maintain monthly, quarterly and annual statistics for internal and external reporting (e.g., LibPAS).
- Prepare reports to inform service development and strategic planning.

Customer service

- Backfill front-desk shifts when understaffed and during busy periods to ensure services meet health and safety requirements.
- Keep up to date with all front-line procedures to be able to help support library staff.
- Support other library service delivery when required.
- Perform routine library duties and other tasks as required.

Undertake any other duties as reasonable required by the Libraries Manager.

Performance Measures

Key result areas have been identified to assist in formulating performance objectives. The duties of the position are being carried out to a satisfactory standard when:

1. Demonstrates a commitment to CODC organisational values.
2. All duties related to digital platforms and services are performed to a high standard of accuracy, timeliness, and professionalism.
3. Ensure that all data entered, maintained, and reported across digital platforms meets defined standards for accuracy, completeness, consistency, and timeliness.
4. Library staff are confident and capable in supporting customers with digital tools, platforms, and resources.
5. The LMS and associated technologies are maintained effectively, with minimal disruption and clear documentation of workflows.
6. Website and social media content is current, accessible, and aligned with CODC Communications guidelines and brand standards.
7. Marketing and promotional materials are delivered to a high standard and aligned with the annual library events calendar.
8. Digital engagement, usage statistics, and feedback are regularly analysed and reported to inform service development.
9. Demonstrates excellent customer service skills and keeps up to date with front-line procedures.
10. Effective partnerships are maintained with CODC departments, Queenstown Lakes Libraries, and Kōtui to support digital service delivery.

DELEGATIONS

Makes decisions within the authority delegated by the Libraries Manager or Group Manager – Community Experience.

Relationships

External
Ratepayers
Digital Inclusion Alliance Aotearoa
Community groups
Branch Libraries
Community groups
Queenstown Lakes Libraries
Members of the Public
LIANZA
PLNZ
Kōtui/APNK

Internal
Chief Executive Officer
Group Manager- Community Experience
Libraries Manager
Elected Members
All Library staff
All Council staff

Personal Qualities

Experience/Knowledge

- A tertiary level Library qualification or equivalent in a related area such as in, information technology, education, marketing and/or communications is an advantage.
- Experience with library management systems an advantage.

Specific Skills

- Well versed in technology and online platforms
- Ability to lead projects and deliver agreed outcomes
- Strong communication skills both written and verbal
- Data analysis skills
- Experience in customer service or community service roles
- Can build effective relationships with all levels of the organisation
- Innovative – imagines new and different futures that may lead to changes in how things are done
- Current full drivers licence

Personal Qualities

- Positive
- Passionate and motivated
- Self-confident
- Able to use initiative
- Supportive
- Adaptability
- Honesty
- Resilient
- High personal integrity