

**ROLE PROFILE: Library and Information Advisor**

**ROLE PURPOSE:**

Suffolk Libraries is an independent body established as an Industrial and Provident Society with charitable status to provide Suffolk's public library service. Set up in 2012, Suffolk Libraries has a contract with Suffolk County Council to deliver the council's statutory library duty, and is an established membership organisation able to deliver on the SCC contract, diversify and find new business, developing a sustainable direction for the library service.

A Library and information advisor works directly with customers, colleagues, the community and volunteers to deliver the local library service as specified and required. Under the direction of the library manager, they will carry out all routine library duties, help and support customers with their diverse library and information needs, and work with volunteers and the community group to raise the profile of the library in the community.

Staff in this role are often the face of the library service, they have a high level of direct customer contact and are very influential in determining how customers perceive the service. It's essential that they offer flexible and empathetic customer service, have strong knowledge of Suffolk's library services and can work well with their team and their line manager on the developing local library offer.

Customer expectations of library staff are high. They expect them to be knowledgeable about online and print sources, information, IT and reading and responsive to their needs. Library staff need to be resourceful, curious, approachable, and creative if they are to keep up with these expectations.

**Accountabilities**

**Knowledge and experience**

**Measures of success**

1. Work under the direction of the library manager and as part of a team to assist, help and support customers, enabling them to understand and use the full range of library services on offer.
2. Carry out the full range of routine library procedures, lending, supporting self-service, downloading, shelving, taking payments, stock work and finding customer requests.
3. Help and support customers with their diverse information and learning needs, answering questions, signposting or enabling people to find the information for themselves.
4. Help customers of all ages with their reading choices and provide support for them in using the online services.
5. Work with volunteers to offer outreach library services, events or programmes in the library.
6. Work with the community group on local programmes or events or fund raising activities as required.
7. Help children and families with their learning and information needs, as individuals or with groups.
8. Be responsible for keeping themselves up to date, communicating well with colleagues on areas of interest, developments and safety matters, using email, the intranet, staff meetings.
9. Take responsibility in the absence of the library manager for the delivery of library services, reporting and cash management.
10. Contribute to team planning and decision-making on projects including events, and the hosting of visitors/performers/speakers to the library.
11. Work in other locations as required.
12. Be responsible for your own safety and wellbeing and that of others.
13. To follow fire prevention measures, security measures and the practice of good housekeeping.

- Developed understanding of customer service principles and practice.
- Education attainment equivalent to A levels with identifiable competencies in writing, reading and numeracy.
- Operating competence in standard computer literacies – using browsers, email, spreadsheets, word processing, online commerce, downloading, using a variety of devices and applications
- An interest and awareness of how to identify current publishing trends, reader recommendations, and titles for a variety of reader needs and capabilities.
- Ability to understand and interpret customer information or advice needs and tailor the response accordingly.
- Good understanding of Suffolk Libraries services, products, online sources and the library website
- Local knowledge, and the ability to identify local events, facilities and services.
- Knowledge of data protection
- Knowledge of safeguarding
- Knowledge of and a commitment to equalities

- Feedback from staff/customers
- Visitor numbers at the library and at events
- Feedback from team and library managers
- Feedback from customers and community group members
- Complaints and compliments
- Positive impact on user numbers, local library members.
- Involvement by local groups and schools

## Key qualities (behaviours, skills and competencies)

- **Ability to treat customers as individuals according to their needs** – there is a diverse customer base and staff need to be able to adapt and deal with each customer in a professional, empathetic and non-judgemental way.
- **Excellent communication skills** – to be able to communicate effectively with customers, volunteers, community group members, other partners, work colleagues and external organisations
- **IT Skills** - Have an understanding of basic computer software, for example the Microsoft Office suite, Staff must also have an understanding of a broad variety of technologies, e.g. printers, wi-fi, e-readers, to a level where they can assist customers in using these technologies
- **Digital skills** - willing to embrace the regular changes/updates that enables the library service to remain up to date with the current needs of its customers.
- The **physical demands include** lifting/carrying, long periods of standing & bending
- **Resilience** when dealing with customers under stress and in challenging situations.
- **Open and positive** about a rapidly changing environment
- take **responsibility** for the appearance of the library making it a welcoming, safe place to visit for all..
- **Team working skills** relating well to other team members/volunteers/library events/groups/ school visits and the ability to work alone and use initiative. Contribute well to team planning and staff meetings showing respect for colleagues
- **Flexibility** - willing to “help out” when required and support colleagues
- **Policy & Procedures** -able to work within Suffolk Libraries Policies & Procedures. Data Protection/Health & Safety etc.
- **Confidentiality** – library staff increasingly deal with delicate issues
- **Cash Handling**-competent cash handling, banking and general cash procedures, attention to accuracy.
- **Enthusiasm** – to promote Suffolk Libraries as an important community resource, and promote the service to customers, volunteers, community groups and local stakeholders.
- **Efficient and planned-** able to organise and prioritise work.
- **Training** willing to learn new skills
- **Creative, and imaginative-** identifying new solutions to problems and contributing to innovation.