

JOB DESCRIPTION

Responsible to:	Development Manager (Commercial & Marketing)
Employees directly supervised (if applicable):	
Family Tree	
<pre> graph TD DM["Development Manager (Commercial & Marketing)"] DLSM["Digital Library Services Manager"] TPO["Transformation and Projects Officer"] SIM["Service Improvement Manager (Commercial)"] CVRM["Community and Volunteer Relationship Manager"] DLSO["Digital Library Services Officer"] WCCO["WCC Community Outreach Officer"] DM --- DLSM DM --- TPO DM --- SIM DM --- CVRM DLSM --- DLSO CVRM --- WCCO </pre>	
Job Title	Service Improvement Manager (Commercial)
Position Number(s)	
Department	Environment and Communities
Section or Service	Libraries and Archives
Grade	

DESIGNATION:

1. JOB PURPOSE:

To increase income generation for the libraries service by enabling the delivery of the commercial strategy through providing support for commercial workstreams, project managing commercial deliverables, providing administrative support for income generating services and supporting library staff in their own projects

2. DESCRIPTION OF DUTIES:

Support for commercial workstreams

- Support the Development Manager (Commercial & Marketing) in the definition of clear workstreams that support the commercial strategy
- Use a project management tool to ensure the service has oversight of all commercial projects with actions assigned and deadlines tracked
- Take responsibility for tasks across all workstreams, especially where there is a cross-service aspect that needs central co-ordination

Project management

- Project manage specific deliverables through the libraries Business Plan and the commercial strategy
- Identify and define new initiatives that will generate income for the service
- Ensure that all projects support the libraries purpose to help people read, learn and connect and help to advance the libraries vision to drive equality across our communities

Administrative support

- Ensure that monthly income reports are used effectively to monitor income generation across the service and to celebrate success
- Complete administrative tasks that support commercial initiatives such as designing promotional material to advertise new service and writing guidance and process documents
- Track actions and deadlines, reminding staff about agreed next steps and missed deadlines where required

Supporting library staff

- Identify areas where library staff may be working on similar projects in isolation and bring these together
- Help library staff to develop their ideas and make them a reality
- Identify site specific strengths, weaknesses, opportunities and threats and help site staff to address them

I agree to the above job description

Post Holder.....

Date.....

Head of Service.....

Date.....

3. DIMENSIONS:

(WHERE APPROPRIATE)

Quote figures which give a picture of the job as follows:

- (a) Annual budgetary amounts with which the job is either directly or indirectly concerned
- (b) Any other statistics relating to the work

PERSON SPECIFICATION

Job Title:

Service Improvement Manager (Commercial)

- Enthusiasm for income generation and willingness to enthuse others
- Excellent communication skills including the ability to write in clear and concise language
- Excellent organisational skills with the ability to manage projects
- Highly numerate with the ability to understand financial data
- Tenacious in the face of challenges and resilient to setbacks

Conditions to Note:

Candidates:

When completing your application form, please address your answers directly to each of the selection criteria below. This enables the panel to assess your ability to meet each criterion. It is essential that you give at least one example of your ability to meet each of the four Values and Behaviours: Putting Communities First, Respect, Integrity and Working Together.

Recruiting Managers:

The following values and behaviours are essential criteria in each post and must be addressed directly by candidates. The Guidance Notes on values and behaviours for managers give example questions to probe candidates in the interview and application stages of the recruitment process.

Values & Behaviours

The Royal Borough of Kensington and Chelsea has identified four key behaviours and values that should be demonstrated by all council employees. Successful candidates will show the ability to meet these behaviours.

A

Equal Opportunities

Demonstrate an understanding of and commitment to Council policies in relation to Equal Opportunity, Customer Care and service delivery, and the ability to implement these policies in the workplace.



B	<p>Qualifications</p> <p>Essential:</p> <p>Desirable:</p>
C	<p>Skills; Experience and Attitude</p> <p>Essential:</p> <p>Read</p> <ul style="list-style-type: none"> • Demonstrate enthusiasm to share a passion for reading to inspire others to read for pleasure and learning. • Demonstrate knowledge and interest in a wide range of literature, information and content in digital, print and other forms. Ability to promote to diverse audiences and users. <p>Learn</p> <ul style="list-style-type: none"> • Demonstrate ability to seek, evaluate and recommend content and knowledge using all appropriate resources. • Demonstrate ability to use new and existing technology (internet, devices, applications and platforms) and to demonstrate and advocate their use to customers. <p>Connect</p> <ul style="list-style-type: none"> • Experience of working with the public in a customer focused service with the ability to communicate effectively with customers and colleagues responding to their needs in a calm and effective manner. • Understand the councils' priorities in the context of the delivery of high-quality customer service. <p>Operational Enablers</p> <ul style="list-style-type: none"> • Demonstrate ability to carry out routine library operations using organisation, problem solving and collaborative skills to efficiently maintain the library. • Demonstrate ability to contribute to income generation by positively engaging with commercial projects and delivering commercial services. <p>Our Commitment Enthusiasm and ability to play an integral role in building a positive, collaborative working culture in which every single individual contributes to Our Commitment:</p> <p style="text-align: center;">Approachable – we listen Supportive – we help Knowledgeable – we inspire Always Friendly, Always Enthusiastic, Always Inclusive</p>
Our Values & Behaviours	

<p>D</p>	<p style="text-align: center;">PUTTING COMMUNITIES FIRST</p> <ul style="list-style-type: none"> • We put local people at the heart of decision making in everything we do. • We seek to include and involve: all voices matter. • We provide quality services that are responsive, effective and efficient. <p>The following examples are indicators of effective behaviour:</p> <ul style="list-style-type: none"> • I actively involve and include the communities that I serve in my work. • I shall reflect the views of the communities in my daily work. • I shall improve the service I provide through seeking feedback from others. <p>Our residents will feel that:</p> <ul style="list-style-type: none"> • I have been included • I can see how my views have been taken into account • I can see improvements and developments based on my input
<p>E</p>	<p style="text-align: center;">RESPECT</p> <ul style="list-style-type: none"> • We listen to everyone and value the personal experiences of people in our communities and of each other. • We adopt a fair and involving approach regardless of any way in which an individual is different to us. <p>The following examples are indicators of effective behaviour:</p> <ul style="list-style-type: none"> • I adapt my approach to take account of all differences and cultures in the community and with colleagues. • I ensure I am equitable and fair by including those who are quiet or may not be able to represent themselves. • I communicate in a way that is respectful, encourages involvement and meets people's needs. <p>Our residents will feel that:</p> <ul style="list-style-type: none"> • I feel my culture and background are respected. • I have confidence that action is being taken. • I feel I am being treated fairly.
<p>F</p>	<p style="text-align: center;">INTEGRITY</p> <ul style="list-style-type: none"> • We act with openness, honesty, compassion, responsibility and humility. • We let people know what we are doing and communicate why and how decisions have been made.



	<p>The following examples are indicators of effective behaviour:</p> <ul style="list-style-type: none">• I demonstrate empathy in my interactions with others.• I am honest and transparent about the decisions I take.• I follow through on the actions I say I will take and take ownership for communicating the outcome. <p>Our residents will feel that:</p> <ul style="list-style-type: none">• I am told when something is not possible and the reasons why are explained to me.• I feel my perspective is listened to and understood.• I feel my views are valued
G	<p>WORKING TOGETHER</p> <ul style="list-style-type: none">• We work together and in partnership with everyone that has an impact on the lives of our residents.• We want to understand, learn from each other and continually adapt. <p>The following examples are indicators of effective behaviour:</p> <ul style="list-style-type: none">• I work with others to provide an effective service for residents, local communities and other departments within the Council.• I seek ways to work with other departments to deliver a seamless service and find opportunities to improve.• I seek out opportunities to learn from my colleagues and build on good practice. <p>Our residents will feel that:</p> <ul style="list-style-type: none">• I can get my issue resolved without being passed around departments.• I find it easy to access the services that I need.• I feel the Council is open to new ideas.