



RCSI DEVELOPING HEALTHCARE LEADERS WHO MAKE A DIFFERENCE WORLDWIDE

Job Title: Customer Services & Communications Coordinator
Department: Library
Location: RCSI Dublin, 26 York Street, Dublin 2
Reporting to: Associate Librarian, Library Services Delivery or nominee
Term of office: Permanent Full Time

Objective

The User Experience and Engagement Coordinator will play a key role in maintaining, developing and delivering library customer services and engagement activities, online and onsite, to support the learning, teaching, research and clinical activities of RCSI. Working collaboratively within the library team the post holder will have responsibility for the delivery of customer services in 26 York Street and will work with others across the team to drive and deliver innovative approaches to library communications, onsite and online user engagement, and outreach activities to promote library services. They will coordinate a team of experienced paraprofessional staff to deliver on all aspects of customer services in 26 York Street, and work in close collaboration with the Clinical Librarian, based in Beaumont Hospital, to develop and deliver customer services across RCSI Library locations and online. This position offers an ambitious and motivated individual opportunities to shape and evolve customer services, communications and user engagement activities in RCSI Library.

Specific Responsibilities include:

- Managing and supporting the delivery of engagement, outreach and customer services activities online and onsite including: day-to-day operational oversight of the Customer Services team, the virtual information desk, circulation services, information & referral services, library spaces and facilities in 26 York Street;



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- Providing direction and supervision to the team of paraprofessional staff supporting engagement and customer services including but not limited to: proactive delegation of tasks; supervision and review of work processes and workflows; staff training; professional development planning; ensuring alignment of the team with operational and, strategic goals. Working closely with the Outreach and Information Point Library Assistant to ensure the smooth running of library facilities and events hosted in the library 26 York Street such as Computer Room bookings and pop-up student and staff events at the Expo Stage.
- Supporting the development and delivery of user engagement and outreach activities to promote the library's expert services; including providing orientations and workshops.
- Playing a key role in developing library marketing and communications via multimodal channels onsite and online including social media, digital and physical signage, student and staff bulletins/newsletters, library website, LibGuides, LibAnswers and the staff portal.
- Exploring ways to understand, enhance and improve the user experience using a variety of methods, including evidence based decision-making and User Experience (UX). Developing expertise in UX methodologies and user engagement strategies and providing expert advice to others on the team.
- Building and maintaining strong strategic and working relationship with stakeholders and key support departments within RCSI and strong working relationships within the library team. Developing and maintaining relationships with peers in similar roles in other institutions
- Compiling usage reports & other analytics demonstrating value for money, documenting workflows and processes, devising instructional materials, monitoring quality and leading on the continuous improvement of processes.
- Actively exploring and promoting new service developments in relation to customer

2



HR EXCELLENCE IN RESEARCH





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services, user experience & engagement and fostering a culture of innovation and creativity. Promoting, leading and advocating for continuous improvement, excellence and innovation through change projects.

- Working in collaboration with the Clinical Librarian and Associate Librarian, Library Services Delivery to ensure a coordinated approach to customer services development and providing the best possible user experience onsite and online. Areas of coordination include: formulating, developing and implementing service policies; developing and delivering training programmes for the Customer Services team to ensure current and future service needs are met; reviewing and developing circulation services; monitoring and evaluating use of library services and facilities; developing services and spaces in response to usage, user feedback and institutional strategic priorities.
- Active horizon scanning, monitoring technology trends and evaluating their potential impact in enhancing engagement, customer services, communications and online service provision. Prepare and submit proposals on enhancements, advising on their application within the context of RCSI priorities.
- Proactively engage in training and development relevant to the role, and promote work through various professional development opportunities.
- Representing the best interest of RCSI at all times including serving on external committees as required. Participating in appropriate internal University and College groups/committees and external committees such as CONUL.
- Performing other duties as required from time to time or set out by the Director of Library Services, or nominee.
- On occasion, the post holder will be required to support Customer Services in RCSI Library, Beaumont Hospital.
- Comply with statutory legislation and rules and requirements in furtherance of your own and general staff welfare and safety.





Person Specification:

Essential:

- An honours primary degree and postgraduate qualification in Librarianship and Information Studies and relevant experience in a similar or cognate role.
OR
- An honours primary degree and relevant postgraduate qualification such as customer services, communications & marketing and relevant experience in a similar or cognate role.
- Demonstrated experience of supervising and managing teams providing front line customer services.
- Demonstrated experience of developing marketing and communication channels including, social media tools, to promote products and services.
- Project management experience and the ability to effectively manage your own and others workloads through setting and maintaining priorities, meeting deadlines, achieving quality standards, planning and prioritising to effectively deliver individual, team, service and institutional objectives
- Excellent interpersonal, customer services, verbal and written communication skills.
Strong analytical and numeracy skills
- Self-motivated & self-directed, with demonstrated strong customer service ethic & commitment, energetic, resilient, adaptable and comfortable working in a demanding and fast paced environment.
- Ability to work both collaboratively in a team and independently with internal and external parties and diverse constituencies, including other staff, cross-department teams and library users.

Desirable:

- Library experience highly desirable but evidence of relevant work experience in a comparable environment will be considered.





- Experience in developing and managing library customer services in an academic or health sciences environment.
- Experience in applying user experience design to effect meaningful and valuable service development.
- Depth and breadth of IT Skills relevant to the role including but not limited to library management systems; discovery systems; webpage creation and editing; MS Office; social media tools.
- Knowledge of, and commitment to delivering, current best practices in web usability, user experience, emerging library technology trends and current IT issues in academic libraries and the higher education sector in Ireland.
- Knowledge and experience of managing a suite of service webpages.
- Interest and aptitude for locating and experimenting with innovative technologies and platforms to enhance services and engagement.
- Proven commitment to self-motivated continuing professional development including the ability to acquire new skills and apply them effectively; membership of LAI or equivalent professional association highly desirable.
- Broad knowledge of current and emerging developments in the areas of student engagement, user experience, service assessment.
- Demonstrated ability to adapt to changing environments and priorities and evidence of a flexible approach to work.
- Ability to use and interpret data and take an evidenced based approach to service development.

The Process:

Shortlisted candidates will be invited for a formal interview via MS Teams, which will include a presentation.





Particulars of Post

This post is a permanent appointment to the Assistant Librarian salary scale. The appointee reports to the Associate Librarian, Library Services Delivery.

Informal Enquiries

Informal enquiries are invited in the first instance through to Fiona Houlihan, Recruitment Partner (fionahoulihan@rcsi.ie)

Some benefits working with RCSI:

- Onsite gym €10 per month
- Flexible working arrangements
- Automatic enrolment to a pension scheme for all employees
- Life assurance/death in service
- Long term illness/disability income replacement
- Free advice on health/motor and home insurance
- Discounted services, including GP
- Support for parents and carers
- Taxsaver commuter tickets
- BiketoWork
- Free eye test at the National Optometry centre
- €12/day for parking for all RCSI staff in the St. Stephens green/RCSI car park
- RCSI's Learning and Development team facilitate and provide training opportunities for all staff
- Sports and social club
- Opportunities to volunteer in the community



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- 26.5 days leave - 20 days annual leave plus 6.5 days Privilege days - *In addition to your annual leave entitlements and public holidays, RCSI also grants privilege days to our employees (paid time off during Easter and Christmas periods). We also offer a number of leave options to support the working lives of our employees.*
 - o *Paid maternity leave*
 - o *Paid Paternity leave*
 - o *Parental leave*

Sports and Social club

- Yoga, Pilates, fitness classes, Zumba, tag rugby
- Social evenings
- Summer BBQ, drinks nights
- One-off events
- Taste of Dublin, Dublin Horse Show, various sports, theatre, music, comedy events, Leinster Rugby ticket draws
- Family events
- Family day at Dublin Zoo, kid's Christmas party, pantomime

Please Note:

This job description may be subject to change to reflect the evolving requirements of the Department and RCSI in developing healthcare leaders who make a difference worldwide. Similar vacancies that arise in the next 6 months may be filled from the pool of applicants that apply for this position.

RCSI is proud to be an equal opportunity employer and welcome applications from all suitably qualified persons regardless of their gender, civil status, family status, sexual orientation, religion, age, disability or race.

If you have any particular requirements for your interview, please notify the Human Resources Department at your earliest convenience

Employees are required to undertake 6 months service in their current role before applying for other internal opportunities, unless agreed in advance by the SMT representative.

We are all too aware that imposter syndrome and the confidence gap can sometimes stop fantastic candidates putting themselves forward, so please do submit an application – we'd love to hear from you.





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