

Library & Digital Apprentice/Advisor

Role Profile



Service:	Strategy & Resources Directorate - Customer Service, Libraries and Culture Service
Band:	Band 1 (Apprentice) to Band 3 (Advisor) (Appointment and progression will be based upon qualifications, experience and achieving required competency levels)
Reporting to:	Library Coordinator
Responsible for:	No direct reports

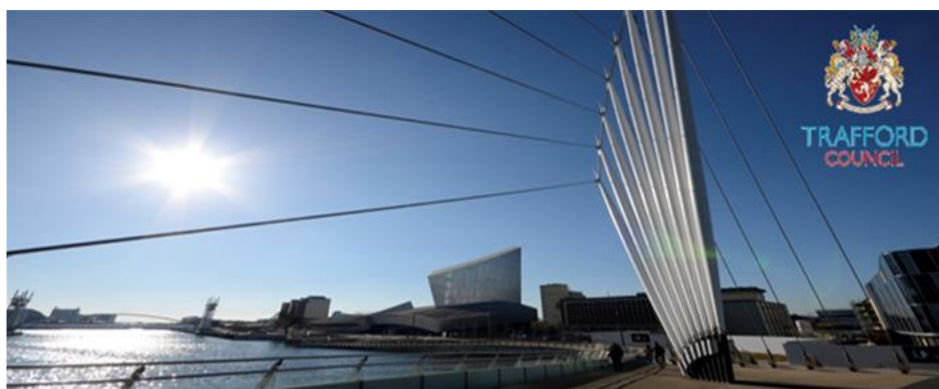
About Us

Trafford is a great place to live, work, learn and visit. From its leafy suburbs, to its more urban areas, the borough takes pride in its strong, diverse communities, its cultural and sporting heritage and its position at the heart of the region's economic powerhouse.

Trafford Council and its partners in the public, private and third sectors have a Vision which sees us working together to close inequality gaps and maximise Trafford's huge potential.

Our vision: Trafford – where all our residents, businesses and communities thrive

At the heart of our vision is a common cause – we want to make Trafford a better borough. We want to make it a place where everyone has a chance to succeed and where everybody has a voice. Through our new vision, we are making a commitment to work together across different services and agencies to make the best use of our resources.



Our Culture

Trafford Council employs around 2300 non-school members of staff and as one of the biggest employers in the borough, we work hard to make Trafford Council an employer of choice. We care what you think and believe you are more than just a job role. We have a great benefits' package and a real focus on your health and wellbeing, as well as, extensive learning, succession and development opportunities.

For us, it's not just about *what* we achieve as an organisation, but *how* we do it. Therefore, all employees are expected to display our **EPIC** values.

At Trafford Council we are EPIC

We EMPOWER – We inspire and trust our people to deliver the best outcomes for our customers, communities and colleagues.

We are PEOPLE CENTRED – We value all people, within and external to the organisation and give those around us respect. We will act with honesty and integrity in all that we do, and create an environment that enables everyone we work with to thrive and succeed.

We are INCLUSIVE – We are committed to creating an environment that values and respects the diversity and richness differences bring.

We COLLABORATE – We build relationships, collaborate; treat people as equal partners and work together to make things happen.

About the Role

This Role Profile outlines the key tasks you will be expected to perform to give you an understanding of a typical day and the key activities that you will be expected to deliver or contribute to the delivery of.

The 'About You' section explores what qualifications, experience, skills and knowledge you will need for the role.

We are a values-based organisation and you will need to reflect our values, as well as the requirements in 'About You' in your application.

Overview

Trafford Libraries are part of the Customer Service, Libraries and Culture Service which is in the Strategy and Resources Directorate. The libraries in Trafford provide a wide variety of services and opportunities to both residents and visitors that contribute to Trafford Council's Corporate Priorities and deliver against Libraries Connected Universal Offers – Reading, Information and Digital, Culture and Creativity and Health and Wellbeing.

Your Main Priorities

- Delivering a high-quality library service at libraries throughout Trafford, across all the Universal Offers.
- Providing information, advice and guidance in a timely and efficient manner, whilst delivering a high level of customer care.
- Providing digital support and advice to residents needing help to get online, supporting the Council's Digital Strategy.
- Assisting with cultural activities and events for local communities, supporting the Council's Cultural Strategy.
- Ensuring that our libraries are welcoming, engaging places, that you and our communities are proud of.

Key duties

- Delivering customer services on a day-to-day basis within libraries, in accordance with agreed policies, procedures and strategies.
- Providing high levels of customer care via face to face, over the telephone, by e-mail and web access.
- Actively promoting digital inclusion and services to customers and empower them to utilise these services as required. This could include assisting with equipment as well as providing support to get online and safely use the internet.
- Actively promoting library self-service options, including kiosks and online and app access.

- Working with the Library Management Team to deliver library services which promote the use and benefits of reading and books, via children's activities, reading groups and clubs, informal and formal events and activities.
- Supporting volunteers (including work experience) by providing practical assistance and creating a welcoming environment.
- Promoting library services and activities to local communities both physically and digitally.
- Organising, delivering and promoting events within the library and externally.
- Carrying out a range of support duties which ensures the smooth running of the libraries, including cash handling and banking, reporting service issues to relevant managers, stock maintenance, recording and returning statistical and other data as required.
- Taking an active role in team and one to one meetings to ensure the continual improvement of the service delivered to customers and the working environment.
- Being flexible in working arrangements in order to meet the needs of the service. This will involve some evening and weekend work as well as working from different locations within the Council sometimes at short notice.
- Undertaking any other duties commensurate with the grade and which may be from time to time required by management.

About You

Qualifications and Professional Development

The grading of the post will depend on the qualifications, experience, and knowledge of the post holder. These are set out below. Appointment to a band will depend on experience and subsequent progression will be assessed as part of the EPIC You Check-in process.

Band 1 - Apprentice (Level 2 or Level 3 apprenticeship qualification)

- GCSE English and Maths (Grade A-C or 4-9) or equivalent (Level 2 Functional Skills in English and Maths) or willingness to obtain as part of the apprenticeship
- Commitment to undertaking the apprenticeship training framework and any in-house training and development

Band 3 - Advisor

- GCSE English and Maths (Grade A-C or 4-9) or equivalent (Level 2 Functional Skills in English and Maths)
- Recognised level 3 apprenticeship or equivalent qualification in a relevant field

- Willingness to continually improve and update skills and knowledge

Experience and Knowledge

Band 1 - Apprentice

- Interest in the public library service
- Understanding of good customer service
- Interest in books and reading
- Understanding of how effective events and activities are delivered

Band 3 - Advisor (inclusive of the above)

- Experience of working in a customer service environment, or other relevant event/engagement experience
- A good understanding of library services and the importance of these services to the residents of Trafford
- A keen interest in books, reading and information handling
- Understanding of the role of customer care to the residents of the borough
- Experience of using and assisting others with digital services
- Knowledge of information services and experience of accessing reliable information online
- Willingness to continually develop digital skills as needs and technology change

Skills and abilities

Band 1 - Apprentice

- Excellent interpersonal skills and communication skills with a wide range of people, both written, verbal and electronic
- Ability to provide good levels of customer care to all customers
- Ability to work well as part of a team as well as on own initiative
- Good IT skills, including the use of Microsoft applications such as Word, Excel, Outlook and PowerPoint
- Able to learn new concepts and skills, taking ownership for keeping your knowledge and skills up to date

Band 3 - Advisor (inclusive of the above)

- Good planning and organisational skills and the ability to prioritise your own workload and meet deadlines
- Ability to adapt to change in order to provide new services and products to customers
- Capable of multi-tasking and working flexibly in order to adapt to changing work priorities and service needs
- Able to problem solve and think creatively to contribute to new ideas
- Proven ability to work well under pressure
- Confident in providing support to colleagues and volunteers

Special Conditions

- Ability to undertake some manual handling as part of this post
- Working on a rota basis, covering evenings and Saturdays as required as well as working from different locations within the Council to suit the needs of the business sometimes at short notice
- Occasional working outside library opening hours

Date prepared/revised	Updated role profile (career grade) 26/02/2025 - 19/9/25 Minor amendments
Prepared/revised by	F Carr / R Pollard / I Chunara
Job Evaluation	August 2024

Health and Safety

To operate safely within the workplace with regard to the Council's health and safety policies, procedures and safe working practices. To be responsible for your own Health and Safety and that of other employees.

Equalities & Diversity

To work within the Council's Equalities and Diversity Policy, embracing through personal example, open commitment and clear action that diversity is positively valued, resulting in access for all by ensuring fair treatment in employment, service delivery and external communications.

Customer Care

To continually review, develop and improve systems, processes and services in support of the Council's pursuit of excellence in service delivery.