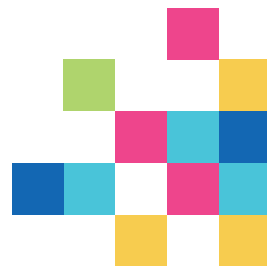




Director, Customer Experience

Opportunity Brief



About Halifax Public Libraries

Halifax Public Libraries engages communities and the people who live in them – encouraging participation, facilitating connections, and providing solutions in an ever-changing world. Halifax Public Libraries provides equal and open access to services to all residents of Halifax Regional Municipality. Under the direction of the Halifax Regional Library Board, the Library provides learning, social, and engagement opportunities through a network of 14 branches, 2 community offices, an online presence, community engagement, borrow by mail and home delivery services. Halifax Public Libraries exists to support collective growth in our community.



People Centric, Purpose Driven

People are at the heart of all we do at Halifax Public Libraries. Every individual in our community wants to thrive and contribute. Supporting this collective growth is why we exist. Today's public libraries represent the possible, our possible is intertwined with the wellbeing and success of everyone.

Reflecting Our Community

Just as the individual community member is at the centre of our vision, every member of our Library team brings life to our vision. Whether we are connecting a customer to a key piece of information or welcoming them to a free program – we know that individual growth becomes community growth. Growth means something different for every person we serve. Each interaction at our Library shapes the next, allowing us to become a living reflection of our community.

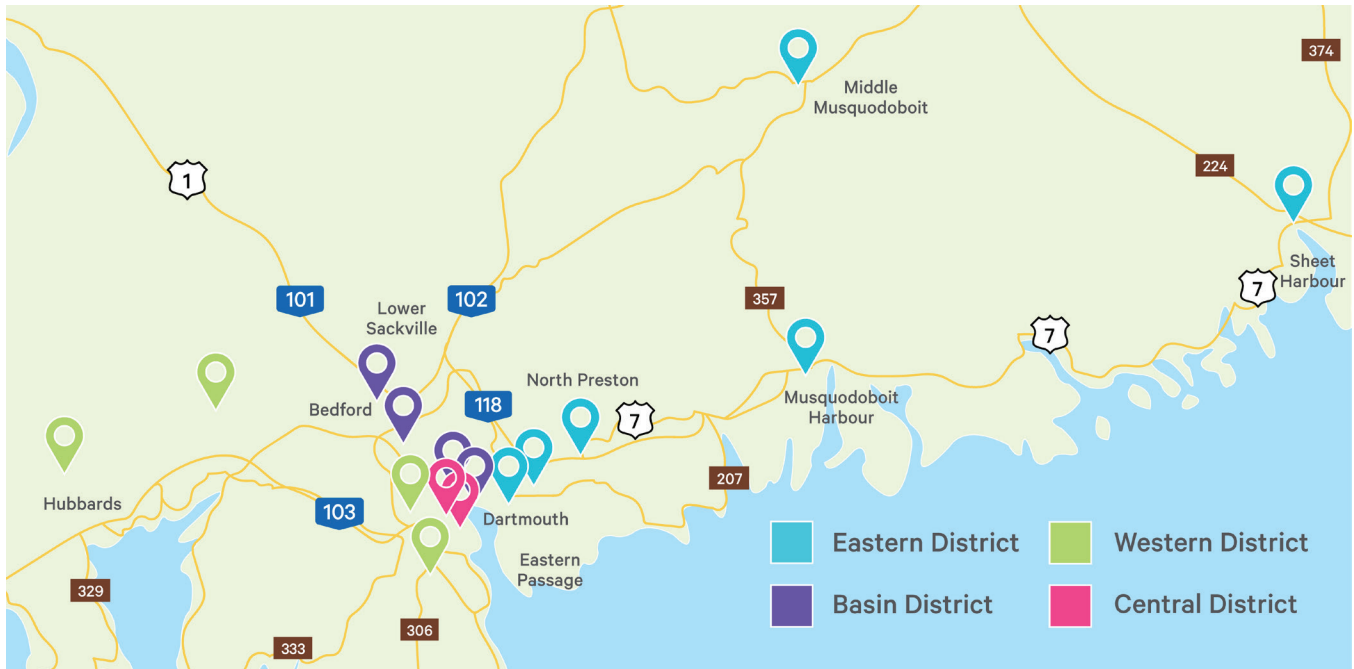
A Resource for Everyone

We are actively invested in the lives of our community members. Every time we meet someone – in a local branch, at a community event, online, or by special delivery – we create a positive and uplifting experience. The measure of our Library's success is the degree to which our communities can rely on us as a resource to fuel interest, knowledge, and community potential.

A Launch Point for Growth

Halifax Public Libraries exists to support collective growth in our community. We embrace this opportunity and the responsibility that comes with it with pride. As individuals create, innovate and work with us, a lasting ripple effect is set into motion; a more literate society, social cohesion, informed decision making, improved employment prospects, and greater digital literacy. We encounter brilliant moments and demanding challenges every day. Our possible looks different every day.

Districts



The fourteen branches and two community offices of Halifax Public Libraries are spread across Halifax Regional Municipality and service the varied communities of the municipality. Library branches are grouped into four districts that work collectively to serve the needs of their district. Each district is co-managed by a Service Manager and a Programming and Community Manager.

The districts are:

CENTRAL DISTRICT

Halifax Central
Halifax North Memorial

BASIN DISTRICT

Alderney Gate
Dartmouth North
Sackville
Bedford

EASTERN DISTRICT

Woodlawn
Cole Harbour
Musquodoboit Harbour
Sheet Harbour
Preston Township Office
Musquodoboit Valley Office

WESTERN DISTRICT

Keshen Goodman
Captain William Spry
Tantallon
J.D. Shatford Memorial

Position Responsibilities

The Director, Customer Experience, is responsible for delivering excellence across a broad portfolio of library services at Halifax Public Libraries. Together with the Director, Service Innovation, this position is responsible for providing strategic leadership in branch services and programming and community engagement, and has direct oversight of two of the four districts. The Director, Customer Experience also has responsibility for the strategic leadership of collections and access services, including acquisitions, cataloguing, processing, delivery, home delivery, and volunteer services.

An integral member of the Executive Leadership Team, the Director, Customer Experience works closely and collaboratively with all senior leaders, particularly those responsible for Service Innovation, Strategy, and Facilities. Together with the Director, Service Innovation, the Director, Customer Experience co-leads the Service Excellence Team charged with driving innovation and establishing service goals and objectives that are aligned with the overall vision and direction of Halifax Public Libraries.

The Director is instrumental in delivering key objectives in HPL's strategic plan and serves as an organizational champion, internally and externally, for upholding intellectual freedom as a foundation of the public library. The Director is committed to bringing an equity focus to the work of the portfolio by seeking to understand and break down barriers to access and increase inclusion in library spaces and services.

Advice and Counsel

Advises and counsels the Chief Librarian & CEO, and the Halifax Regional Library Board on operational, political and professional matters, which could impact library service.

Fosters and maintains positive community relations through active leadership and participation in appropriate community organizations. Assesses regional and community needs and advises internal and external stakeholders on strategic issues. Facilitates mechanisms for interaction with community interest groups.

Engagement

Establishes professional relationships with municipal and provincial committees and professional associations. Advocates and negotiates with municipal officials on library issues to further the library's interests and gain support for library goals and strategic objectives. Advocates for library services, programming, technology and innovation with municipal Councillors and staff.

Builds partnerships and professional relationships within Halifax Public Libraries, Halifax Regional Municipality, other agencies and boards (including schools and local universities), with regional and community organizations, other libraries and the public to provide an integrated library service.

Service Delivery

Oversees services and programs delivered within two Library Districts (including Central Library) as well as outreach efforts across the surrounding geographic areas. As co-chair of the Service Excellence Team (with the Director Service Innovation), ensures the provision of efficient, cost effective and quality library services system-wide by establishing the strategic direction/ focus of branch services, programming and community engagement, planning and establishing long and short term goals and objectives, developing and implementing effective policies, plans and performance measures and directing the team's priorities. Ensures library services and spaces are sensitive to the needs of stakeholders and the public and that they recognize the diversity of the population to meet both immediate and long range requirements.

Ensures the Library provides access to diverse and meaningful volunteer opportunities that lead to deeper community connections. Promotes the benefits of volunteering as a vehicle for community connection that provides a positive impact on volunteers as well as those who benefit from their help.

Establishes systems, programs, and processes to evaluate the quality of library services, collections and programs to ensure maximization of effectiveness, efficiency, resource allocation and reporting.

Equity & Inclusion

Engages with and elevates a broad range of community partners through an equity lens. Fosters and maintains positive community relations through active leadership and participation in community organizations. Assesses regional and community needs and advises internal and external stakeholders on strategic issues. Facilitates mechanisms for interacting with community interest groups.

Leads diversity and inclusion initiatives, including implementing the Library's accessibility strategy across their districts and portfolios.

Collections Management

Ensures the Library provides access to wide-ranging and excellent library collections, including digital and print literature, as well as other formats. Establishes long and short term goals and objectives related to library collection development and distribution. Ensures library collections, programs and digital access represent a broad range of perspectives, upholding the principles of intellectual freedom and diversity of thought.

Intellectual Freedom

Serves as an organizational and community leader in defending intellectual freedom as a foundation of public library services, represented in library collections, programming and space utilization. Educates others, internal to the Library and within community, on the Library's role in standing up to censorship and supporting democracy.

Project & Change Management

Provides ongoing leadership across the Library system by participating in complex organizational and change management initiatives, using effective management techniques and performance management processes, developing personnel and encouraging creativity and innovation enabling employees to conceptualize and advance new concepts and plans within the division.

The Director will assume the role of project leader/ sponsor for major expenditures within their areas of responsibility. The Director will be expected to establish and maintain effective working relationships, collaborative work approaches, and demonstrate a strong commitment to providing efficient, responsive, and innovative service to our employees, contractors, funders and the community.

Human Resources

In consultation with the People and Culture team, facilitates effective labour relations by interpreting and, through direct reports, ensuring compliance with the collective agreement, human resource policies and initiatives, health and safety requirements, listening to and consulting with employees and union representatives so that labour relations are continually enhanced. The Director participates in various labour management initiatives as directed e.g. collective bargaining team, labour management committee, and job evaluation.

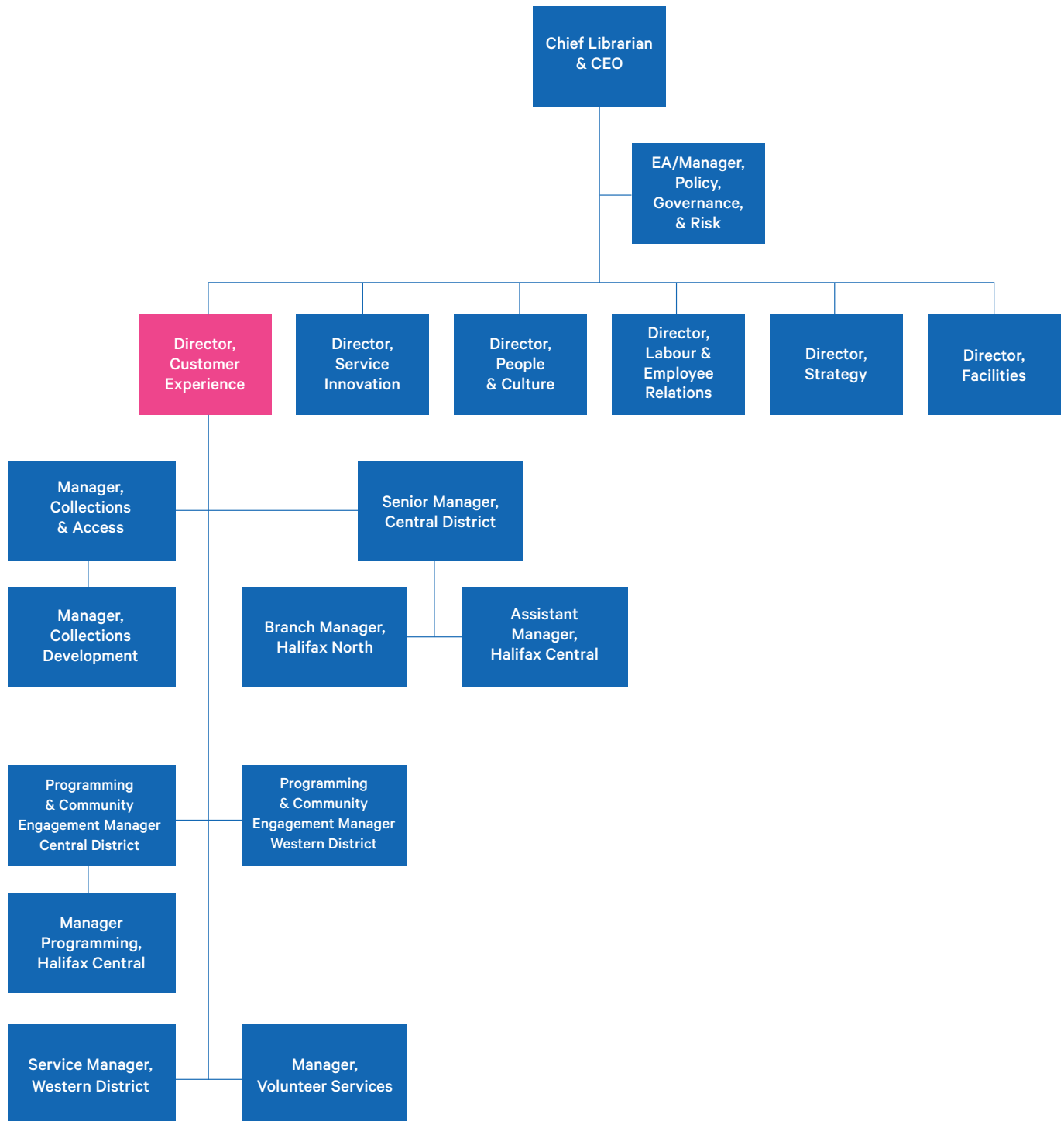
Displays, promotes, and performs work duties in a positive and safe way and displays safety awareness at all times.

Supports and shows leadership by working to health and safety standards, following health and safety policies and procedures and encouraging colleagues to work to the same standards by reporting incidents, hazardous conditions and improvement possibilities.

Financial Accountability

As a member of the Executive Leadership Team, conceptualizes strategies and develops models of accountability for the corporate annual operating and capital budgets. The Director directs the development and monitoring of annual operating, capital and revenue budgets related to their areas of responsibility. The Director conducts ongoing financial planning and management for multi-year activities, and ensures the budgets related to their areas of responsibility are implemented in accordance with the direction and budget plan of Halifax Public Libraries.

Organizational Structure



Education & Experience

The position is suitable for those who have:

- A Master's Degree in Library or Information Science, or an acceptable combination of education and experience;
- A minimum of 8 – 10 years of demonstrated progressive management experience in the delivery of services to a broad audience;
- Demonstrated commitment to deliver consistent, high quality customer service and work well with a diverse customer group;
- An understanding of service delivery models and approaches to measure and optimize service delivery processes;
- A strong portfolio of work, demonstrating a knowledge of the latest trends, technologies, and library/consumer behavior, to drive organizational vision;
- Well-developed leadership and management skills;
- Knowledge of the principles of human resource management in a unionized environment and demonstrated management skills including the ability to motivate and lead staff in service delivery;
- Ability to think strategically and creatively in the planning process and to participate in an evidence-based decision-making environment;
- Demonstrated ability to work constructively in a collaborative decision-making framework;
- Demonstrated strong oral and written communication skills, including public speaking and delivering presentations;
- A record of on-going professional development activities leading to a broad and in-depth knowledge of current public service environment practices, trends, standards, and related professional issues;
- Understanding/experience in board governance;

- An appreciation of the importance of intellectual freedom, public libraries, and Halifax Public Libraries specifically, combined with a forward-thinking view.

Candidate Profile

As the ideal candidate, you have a graduate degree in Library or Information Science complemented by a minimum of 8 years successfully leading service delivery in a complex organization. You are passionate about public service, and the critical role libraries play in serving community, you have a strong understanding of the issues related to development and provision of print and digital library collections as well as inclusive borrower's services, and you excel at enabling leaders across an organization to meet these objectives.

As the Director of Customer Experience, you embrace change and push for it at the right opportunity. You combine common sense with business sensibility, foresight and experience and are able to see great potential for the organization and for the Library's role in urban life.

You are a champion of intellectual freedom in the Library's collection, programming and digital access and deeply understand the Library's role in providing the public to a broad range of perspectives and the Library's role in upholding democracy.

You are politically astute, creative, and can quickly team up with senior colleagues within Halifax Public Libraries and HRM to lead strategically. Confident and self-assured in your approach to work, you also accept and value the opinions and ideas of others. You are truly a team player and adapt quickly.

Innovative and creative, you view tactical problems or initiatives from a broad perspective and emphasize solutions that support strategic objectives. You inspire others to generate new ideas/solutions that can be successfully implemented, and you challenge and push the organization to constantly improve and grow. You identify long-term, future goals for Halifax Public Libraries and our community and you champion your ideas to successful implementation.

You are an inclusive leader who isn't afraid to challenge organizational attitudes and practices. You understand that personal and organizational biases narrow your field of vision and you work to identify your own biases and learn ways to prevent them from influencing your decisions. You acknowledge the limitations of your personal experience and seek contributions from others to overcome them.

With an excellent understanding of public institutions broadly, and the public library's role more specifically, you effectively apply your knowledge to the societal issues facing the organization. You challenge yourself and the organization to set high expectations for our work and exert the personal effort and hard work to achieve results.

You have valuable knowledge and experience that you share in a coaching role. You demonstrate a sincere interest in the development and success of others, both within your team and across Halifax Public Libraries. You regularly provide staff and fellow leaders with helpful guidance and advice. You care deeply about the wellbeing of library staff.

You have experience developing and monitoring budgets and have managed teams in a unionized environment. An understanding and experience in Board governance is an asset.

Core & Leadership Competencies

Core competencies: Serving with care, respect diversity, welcome and value inclusion, learning and growth mindset, communication and resilience.

Leadership competencies: Strategic thinking, resource management, leading and developing others, and accountability.



Salary and Hours of Work

This is a full time position based in Dartmouth, NS. The starting salary range is \$114,365 - 133,791.

A Flex Benefits plan including medical, dental, LTD, and vision, defined benefit pension plan, generous vacation and sick leave, professional development opportunities, purchased leave, Employee and Family Assistance Program, discounted wellness programs are part of the total compensation plan.

Full time hours of work may include evenings and weekends. Regular travel to and between branches and communities is required.

The Halifax Public Libraries Board is an equal opportunity employer, supporting and in compliance with the principles established by the Nova Scotia Human Rights Act, the Canadian Charter of Rights and Freedoms, and other relevant legislation. Recruitment and selection of employees is conducted in accordance with these principles.

The Halifax Public Libraries Board is committed to providing a work environment which encourages mutual respect, recognizes diversity and preserves personal dignity.