

Traditional skills, non-traditional job

This month's *Vantage point* focuses on a librarian who has moved from librarianship to sales — a transition not as dramatic as it may at first appear.

Julii Tyson, who completed her BA and Graduate Diploma of Librarianship at the University of NSW, moved to Darwin in 1978 and promptly became heavily involved with the Library Association of Australia — now ALIA.

In her 12 years in librarianship, Julii was a Branch Councillor for nine years, including President in 1987.

In conjunction with Freida Evans, Julii set up Northern Territory Specials Group and co-compiled *List of libraries and resource centres in the NT*. She was president of Specials for three years and was the LAA representative on an NT Cabinet initiated committee 'The review of library and related information services to the NT government'.

Additionally Julii was social and hospitality convenor for the 1986 Biennial LAA conference with responsibility for providing and ensuring the success of 25 social functions for over 800 interstate and overseas delegates.

Julii undertook an external Graduate Diploma of Management and co-compiled, with Joy King, a 10-year

history of the NT LAA Branch. In her 'spare time' Julii set up the Conservation Commission and NT Police, Fire and Emergency Services libraries and managed each for five years.

In 1990, Julii moved from public sector special libraries to private sector sales — joining CCH Australia Ltd, a taxation, legal and business publisher, as NT Area Manager.

Selling, according to Julii, is similar to reference queries — you establish what the client wants and provide the publications which answer their questions. The biggest difference is that money changes hands in selling.

Julii's philosophy is that, although she is an employee of CCH, her sales territory is a quasi-independent small business and realises that to succeed she must: set goals and targets; develop an understanding of her market; develop marketing strategies relevant to the market; monitor progress against goals/targets; and most importantly, provide a very high level of service to clients.

This is what a lot of library work is about and 12 years experience in librarianship has provided to be an excellent background for selling for Julii, so much so that she was the number one area manager in Australia in 1993.

Basically, the market place has a need, and places value on, those people with library training, skills and experience — beyond the traditional library roles. Library training is an excellent

preparation for careers in the ever-expanding information service industry.

Julii draws attention to 'Top jobs — careers beyond 2000', an article which appeared in *Personal investment*, September 1994. The article talked about librarians as 'the facilitator to get the right information to the right people at the right time ... as at the moment it (information) is rather user unfriendly' and that as clients do more searching of their own 'the librarians role will be more of an educator'.

Perhaps more tellingly, the article states that 'with this profession, you are not stuck in one job' — Julii agrees wholeheartedly! ■



Julii Tyson



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