DEMOGRAPHIC CHARACTERISTICS AS FACTORS INFLUENCING TASK PERFORMANCE AMONG LIBRARY PERSONNEL IN PUBLIC UNIVERSITIES, SOUTHWESTERN NIGERIA

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Head, Department of Library, Archival and Information Studies, University of Ibadan, Ibadan, Oyo State. NIGERIA Email: drpopoola@gmail.com The purpose of the study was to determine the influence of gender, marital status and level of income on task performance among personnel in public university libraries in southwestern Nigeria. Previous researches focused more on job satisfaction as it relates with work/job performance without much attention being paid to how demographics influence task performance in the library sector. The survey research design of correlational type was adopted while questionnaire titled 'Library Personnel Task Performance Questionnaire' was used to generate data from 330 personnel, working in 13 public university libraries in southwestern Nigeria. The findings from the study revealed high task performance among the respondents. Further findings from the study revealed significant relationships among gender, marital status, income and task performance of respondents. While marital status, gender and income had significant relative influence on task performance of library personnel, marital status, gender and income were equally found to have significant joint influence on task performance of the respondents. It is therefore, recommended that gender, and marital status of library personnel should be positively leveraged on by supervisors to bring about responsive and responsible behaviour that can bring about positive disposition to assigned job duties and responsibilities. Furthermore, income should be constantly reviewed to ensure that remuneration earned can cater for the needs and wellbeing of library personnel.

Keywords: Performance; gender; marital status; library personnel; public universities in Nigeria

INTRODUCTION

Task performance is a construct in the performance domain which has to do with critical elements within a job. Performing role prescribed tasks by personnel in a university library is crucial to the attainment of university mission and vision. Library personnel are expected to perform job responsibilities over and above expectation to enable the library achieve its goals and objectives thereby, increasing the visibility of its parent organisation. The ability to perform job responsibilities rest squarely on individual personnel but more often times personnel in the public sector, particularly, university libraries display wrong attitude to work by being

nonchalant, uncooperative and uncommitted, to assigned duties, lacking in zeal and having difficulty in adapting to changes in work processes, (Omori & Bassey, 2019). To attain exceptional performance, library personnel are expected to be fully committed to their work and as well keep their performance constant. This to certain extent will enable the library to achieve effectiveness in the performance of job duties. In this competitive age, it is highly imperative to encourage, retain, and increase individual task performance. However, several factors can spur or hinder library personnel from performing assigned duties and responsibilities effectively. Some of these factors are inherent in individuals' demographics (gender, marital status and income) which reflect in their disposition to work and assignment which this paper intends to explore.

DEMOGRAPHIC CHARACTERISTICS

Demographic characteristics of library personnel plays crucial role in determining their task performance. This consists of gender, marital status and income. According to Sergio and Marcano (2013), demographics is a determiner of individual disposition which reflects in mood, feelings, and emotions which in essence can affect task performance. It is a societal imposed differentiation between male and female, (Gberevibie et al: 2014). Sociologically, it is believed that males can outperform females on any assigned duties. The impact made by the female gender in the labour market, notwithstanding, the society is still biased and unable to come to terms with female efficiency and effectiveness on a job. However, gender differences in performance might result from the nature of tasks one is involved in (Tiraieyari & Uli, 2011).

The male gender is regarded as hard working and much more career-minded compared to its female counterpart. While the male is singleminded about career, the female is regarded as being too preoccupied with the home front at the expense of career (Buddhapriya, 2009). From both biological and sociological points of view, gender may actually predict task performance of library personnel. The societal categorisation of performance among male and female is basically culturally biased and a reflection of societal beliefs rather than the reflection of major differences between the male and the female (Ogunleye and Osekita, 2016). From observation. it can be inferred that difference between male and female seems to be diminishing as males and females are crossing artificial borders erected by society in the job market. In the library, male and female constitute a dominant workforce; therefore, predicting the effect of gender on task performance might help to improve efficiency and effectiveness of personnel in the library.

Marital status is another construct which has to do with whether an individual is single, married, widowed, or divorced. Marriage is a social contract between two people. It is believed that this social contract places much responsibility on both individuals which can affect their performances on the job either positively or negatively. It is believed that marital status influence performance negatively. The marital status of the female is seen as impediment to performance in some clime. This is because the responsibilities associated with being married are enormous and tilts towards the female more than male; and if care is not taken, can limit one's performance on a job (Oyedipe, 2020). The challenges posed by the multi-tasking activities that married women are involved in may actually affect their level of task output. Viewed from this angle, it is pertinent to look at the influence of marital status on task performance among library personnel.

Income is regarded as extrinsic motivational factor which may affect library personnel response to their duties and responsibilities either positively or negatively. Income, according to Akinyele and Aina (2007), is money received as a result of one's contribution to an organisation. It is a kind of financial reward for employee's performance. It plays a major role in the determination of employee's performance because it determines the worth of such employee. Good remuneration is an important impetus for increase in workers' performance. A good and effective income has the capacity to 'attract, retain, and motivate' library personnel for efficient task performance (Young et al, 2014). Determining the influence of gender, marital status and income on task performance would enable library managers improve on personnel welfare which will also results in individual job performance effectiveness.

LITERATURE REVIEW

Gender

Gender was described as differences between male and females which manifest biologically and socially (Abbas, Hammed and Waheed 2011). Both male and female possess attributes which can influence their performances on the job. Women have been described as being more organised, dedicated, meticulous, persistent, and loyal, (Elnaggar, 2007). Corroborating this, Robbinson, Judge and Songhai (2009) opined that the female genders are conformist, stable in employment more than their male counterpart. Furthermore,. In a study conducted by Mohammad and Uli (2010) it was discovered that women have

better working performance than men. Though the multi-task roles of the female gender as wives, mothers, and care giver can promote or become a barrier to their efficiency in task performance. This is because care-giving responsibilities often lead to lateness and absenteeism. On the other hand, men are regarded as having stronger self regard and cope better with immediate problems and stressful tasks than women.

Mohamad and Uli (2010) in a study on the influence of socio-demographic factors on work performance among employees of Agriculture Agencies in Malaysia showed that there is no significant difference between male and female employees' work performance. Another study by Nasir et al. (2011) revealed that gender and education influence relationship between organisation citizenship behaviour and task performance. In this study, gender was used to mediate between organisation citizenship behaviour and task performance. In which case, it does not serve as an independent variable that has direct influence on task performance which this study attempted to investigate.

MARITAL STATUS AND TASK PERFORMANCE

Marital status also has the capacity to influence task performance of personnel. Most employers discriminate against married women because they believe that the responsibility of motherhood would prevent them from being effective as opposed to married men whom are assumed as being more responsible and dutiful when married (Jordan and Zitek, 2012). This assertion is usually based on preconceived notion that marriage makes women less committed to their jobs while men are perceived to be much suitable for employment than women even if they

were married (Nadler and Kufal, 2014). Though married people are generally believed to be responsible; however, married males are usually much more appreciated by employers because it is believed that marital status elevates men's performance, while that of women tends to nosedive after marriage (Subangco, 2016) which makes them to be less effective on their job, when compared with their married counterparts who are considered to be more effective.

Single male and female are considered to perform better at work because they are able to work for longer hours due to less engagement after work (Jordan and Zitek, 2012). This was debunked by Morris et al. (2008) who were of the view that singles, either male or female, are less responsible, less well adjusted and less mature than married people, which may have implications for their task performance behaviours while on the job. In a study carried out by Seung-min and Mustafa (2002) on the analysis of relationship between marital status, family structure and productivity. It was revealed that married officers achieved better performance than single officers. Padamanabhan and Magesh (2016) studied the effects of marital status and performance level in the IT industries. The results revealed that there is no significant difference between marital status and level of job performance of employees. This finding revealed that unmarried employees can outperform the married ones because they have less commitment towards family and friends. This study examined the IT industry and such cannot be generalised with other discipline such as librarianship and information service. It is therefore pertinent to investigate the relationship between marital status and task performance in the library sector.

INCOME AND TASK PERFORMANCE

Income is not just about salary per se, income has other components and these are salaries, bonuses and allowances. Mohamad and Uli (2010) regarded income as an important motivator of employees. Akinyele and Aina (2007) investigated the effects of employees' compensation on their performances and found no significant correlation between employees' remuneration and their performances. Idrees et al. (2015) studied the effects of salary, training and motivation on job performance of employees in 16 universities. Findings revealed that salary had a stronger relationship with job performance when compared with other variables, lending credence to the importance of income as an enhancer of performance. Kamal and Hamif (2009) described income as a stimulator that provides opportunity for improving staff performance within the university system. Bryson et al. (2011) revealed that good income is associated with improved employees' performance. Mehrad (2014) studied the effects of income on academic staff job satisfaction in public research university in Malaysia, and the findings revealed that increase in staff wellbeing is highly related to their job performance. Akanbi (2011) also established that income has a role to play in determining employee performance. Warrach and Ameen (2010) claimed that opportunities to learn new skills, grooming, career development, having status, and communication were much more preferable to job security and fringe benefits by employees. Bamigboye, Buraimo and Ajani (2008) examined job satisfaction performance of academic librarians in Nigerian universities and discovered that educational status was a critical determinant of welfare packages

which have a consequential effect on job performance. Many previous studies have tried to establish relationship between income, job satisfaction and job performance using job satisfaction as an intervening variable while this investigation is looking at the income as a direct influencer of librarians task performance.

GENDER, MARITAL STATUS, INCOME AND TASK PERFORMANCE

Some studies have been carried out on demographics and job performance in some other sectors with varied findings. Omori and Bassey (2019) study on demographics and job performance in the public service and result showed that public servants job performance was greatly influenced by their demographics.

NEED FOR THE STUDY

Task performance is a role prescribed construct. It is the job requirement that is tailored to the existence of an organisation. It is what employee is paid to undertake. Though it does not leave room for choices nevertheless, characteristics of individuals often play significant role in the achievement of job mandate. These person specific characteristics can impede or enhance task performance. It is in the light of this that the study is being carried out.

OBJECTIVES OF THE STUDY

The following objectives will be investigated.

- 1. Determine the task performance of library personnel in public universities in southwestern Nigeria.
- 2. To determine the relationship between Demographic characteristics (gender, marital status, income) and task performance of library personnel.

- 3. To find out the relative influence of demographic characteristics (gender, marital status, income) on task performance of library personnel.
- 4. To determine the joint influence of demographic characteristics on task performance of library personnel.

RESEARCH QUESTIONS

- 1. What is the relationship between gender, marital status, income and task performance of the library personnel in public universities of southwestern Nigeria?
- 2. What is the relative influence of gender, marital status, income on task performance of library personnel in public universities in the southwestern Nigeria?

HYPOTHESIS

1. There is no significant joint influence of gender, marital status and income on task performance of library personnel in public universities in the southwestern Nigeria.

METHODOLOGY

The study employed the descriptive survey of the correlational design. The total enumeration method was used to cover the population of 330 library professionals in 13 public universities in southwestern Nigeria. Out of the 323 questionnaires retrieved 248 were considered useful. The response rate was 76.6%. The questionnaire used to collect data was self-developed. Task performance indicators were adopted from a review of the literature and adapted to suit the work. The questionnaire was made up of Library Personnel Task Performance Questionnaire (LPTPQ), and the Supervisors' Ratings of Library Personnel Task Performance

Questionnaire (SRLPTPQ). The LPTPQ contains demographics information, and information about task performance of individuals, while supervisors responded to information on their subordinates using the SRLPQ. Data on self-assessment and supervisors' ratings were added together and divided by two to arrive at the average ratings of task performances of respondents. The data was analysed using frequency, percentages, mean and standard deviation. Correlation and regression were used to answer the research questions and the hypothesis while the test of norm was used to categorise the level of task performance.

RESULTS AND DISCUSSIONS

Demographic of the respondents

The Table 1 indicates that the respondents aged between 26 and 35 years were in the majority, i.e. 125 (50.4%) while respondent within the age bracket of 36-45 years are the lowest, i.e. 25 (10.1%). The data indicates that young adults were in the majority which may have implications on respondents' task performance.

Table 1: Age Distribution of the Respondents

Age	No. of	Percentage
	Respondents	(%)
Less than 25 years	28	11.3
Between 26-35 years	125	50.4
Between 36-45 years	25	10.1
Between 46-55 years	34	13.7
Between 56-60 years	36	14.5
Total	248	100

Gender of the Respondents

The Table 2 presents the distribution of respondents by their gender. According to the

result analysed, 163(65.7%) of the respondents are male while 85(34.3%) are female. This shows that majority of the respondents that constitute the population sampled are male. This is quite unusual in the profession where female used to be dominant. This indicates a shift of perception by the male gender in librarianship.

Table 2: Gender of the Respondents

Gender	No. of	Percentage
	Respondents	(%)
Male	163	65.7
Female	85	34.3
Total	248	100

Marital Status of the Respondents

The Table 3 reveals that 166 (66.9%) of the respondents are married; 82(33.1%) single. Inference from the table shows that majority of the respondents are married. This perhaps might have implication for the high task performance recorded in this study.

Table 3: Marital Status of the Respondents

Marital Status	No. of Respondents	Percentage (%)
Single	82	33.1
Marital	166	66.9
Total	248	100

Level of Income of the Respondents

The Table 4 reveals that 132(53.2%) respondents received moderate income, 92(37.1%) respondents obtain high income; while the least 24(9.7%) receives very high income. The inference of this finding is that majority receives moderate income which has implication on how they perform their assigned tasks.

Designation	Income	No. of respondents	Percentage (%)
Deputy University Librarian	Very High	24	9.7
Principal Librarian/Senior	High	92	37.1
Librarian			
Librarian 1 to Library Officers	Moderate	132	53.2

Table 4: Level of Income of the Respondents

Task Performances of the Library Personnel

cadre

The Table 5 shows ratings of task performance of the respondents. Test of norm reveals that task performance of library personnel is high. Further, outcome showed high performance in the area of job knowledge, quantity

and quality of task performed and low task performance in the area of adaptability and creativity. The implication of this outcome is that respondents possessed high job knowledge and skills which is the foundation for quality and quantifiable performance.

Table 5: Task Performances of the Library Personnel

Item	VH		H		N	M		L		VL		SD
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%		
Job Knowledge	94	37.9	109	44.0	39	15.7	3	1.2	3	1.2	4.16	0.81
Task Quantity	88	35.5	108	43.5	38	15.3	7	2.8	7	2.8	4.10	0.93
Task Quality	83	33.5	116	46.8	40	16.1	4	1.6	5	2.0	4.08	0.85
Job Skill	82	33.1	116	46.8	36	14.6	6	2.4	8	3.2	4.04	0.92
Supervision	76	30.6	122	49.2	37	14.9	6	2.4	7	2.8	4.02	0.89
Communication	76	30.6	122	49.2	37	14.9	5	2.0	8	3.2	4.02	091
Planning /	78	31.5	116	46.8	35	14.1	14	5.6	5	2.0	4.00	0.93
Organising												
Timeliness	82	33.1	114	46.0	36	14.1	6	2.4	11	4.4	4.00	0.98
Adaptability	94	37.8	88	35.5	43	17.3	11	4.4	12	4.8	3.97	0.08
Creativity	80	32.3	110	44.4	38	16.3	10	4.0	10	4.0	3.96	0.00

Summary of Test of Significant Relationships among the Variables of Study

The Table 6 presents a summary of significant relationships between gender and task performance (r= 0.348; P<0.05); marital status and task performance (r=0.308; P<0.05); income level and task performance (r=0.476; P<0.05). The table shows that a significant relationship exists between gender, marital status, level of income and task performance. It can be inferred

from this result that gender, marital status, income have significant positive relationship with task performance of personnel in the public university libraries in southwestern Nigeria. Nasir et al. (2011) reported a significant relationship between gender and task performance, Hassan, and Ogunkoya (2017) reported moderate positive relationship between marital status, job tenure and job performance of their sampled worker in Nigeria.

Variables	\overline{X}	SD	Task Performance (r)	Sig. P
Gender	1.34	0.48	0.348	0.032
Marital Status	1.69	0.50	0.308	0.012
Income	2.65	0.65	0.476	0.008

Table 6: Summary of Test of Significant Relationships among the Variables of Study

Relative Influence of Gender, Marital Status and Income on Task Performance of the Respondents

It can be inferred from table 7 that independently gender =0.645,t=3.070;P<0.05);marital status (=0.842, t=2.880; P<0.05) and level of income (=0.793,t=3.027; P<0.0.5) have significant joint influence on task performance of the respondents. The table revealed there is relative influence of the independent variables to the dependent variable, beta weights. The table indicates that marital status (=.142), had relative influence on task performance, meaning that marital status of respondents had 14.2% relative influence on task performance of the respondents. The findings from this study contrasted with Padamanbhan and Magesh (2016) who reported that there is no significant influence of marital status on the level of job performance of employees in Guindy Chennai.

Also, gender (=0.178) has significant relative influence on the task performance. This means gender has 17.8% relative influence on the task performance of the respondents. This is in consonance with Nasir et al. (2011) which revealed significant correlation between gender and task performance among 450 employees in Iran. Contrary to this, Abbas, Hameed and Waheed

(2011) reported that gender does not have significant influence on the performances of telecom supervisors in Pakistan. Mohamad and Uli (2010) reported that there was no significant difference among male and female employee performances among staff of agencies in Malaysia.

Income (=0.401) has relative influence on task performance of library personnel. This means income has 40.1% relative influence on task performance of respondents. This is in consonance with Bryson et al (2011) who associated good income with good performance among workers in Europe. Likewise, Warrach and Amen (2010) in a study of LIS professionals reported that possession of moderate income would reflect on personal grooming, learning of new skills, and the development of one's career coupled with opportunity for continuing education. When employees are well compensated, it reflects on their wellbeing and which equally influence their task performances positively. Contrarily, Akinyele and Aina (2007), found no significant effects of compensation on staff performances in Nigeria. This means monetary income though important to personnel but could not be considered as a basis of performance among personnel.

Table 7: Relative Influence of Gender, Marital Status and Income to Task Performance of the Respondents

Model	r	tandardized egression oefficient	Standardized regression coefficient	Т	Sig. P	
		Std. Error ()	Beta			
(Constant)	7.228	2.742		2.640	.004	
Gender	0.645	0.210	0.178	3.070	.032	
Marital Status	0.842	0.292	0.142	2.880	.022	
Level of Income	0.793	0.262	0.401	3.027	.019	

Sig. P - Significant P

Joint Influence of Gender, Marital Status and Level of Income on Task Performance

The Table 8 shows that gender, marital status, and income had significant joint influence on task performance of the respondents (F=2.222, df=3; 244, P<0.05). This means that gender marital status and income level are capable of affecting the ways and manner library personnel perform assigned tasks. There is a significant multiple relationship between gender, marital status and level of income and task performance of the respondents (R=0.4855,P<0.05). The implication

of this finding is that demographic variables are important in the determination of personnel disposition to work, with consequences on their task performance. The outcome of this study is in consonance with Omori and Bassey (2019) who reported that demographics significantly influence job performance of staff in the public service in Nigeria. Oyedipe (2020) also reported that demographics of library personnel have significant joint contribution to their task performance. In addition, gender, marital status and level of income accounted for (adjusted

Table 8: Joint Influence of Gender, Marital Status and Level of Income on Task Performance

R		\mathbb{R}^2		Adjusted R Square	O	Error f the iimate		
0.6968	0.6968 0.4			0.478	3	0.73		
ANOVA								
Model	Sum of Squares	DF	Mean Square	F	Sig. P	Remark		
Regression	6297.124	3	2099.041	2.222	0.023	Sig.		
Residual	230463.569	244	944.523					
Total	236760.694	247						

Rsquare=0.478) 47.8% of the variance in task performance of the respondents.

Majority of library personnel level of income was moderate. Income enables library personnel to satisfy both immediate and long-time needs which have positive consequences on their performances. It is therefore important the level of income of library personnel should be enhanced to motivate individuals to exact more effort in accomplishing assigned tasks.

RECOMMENDATIONS

Based on the outcome of this study, the following recommendations were proffered:

- 1. Library personnel must develop their creative ability that will spur innovativeness in the field based on the result in Table 5.
- 2. Adaptability skill is the most required in a changing technological environment in which the library finds itself therefore, personnel must develop ability to use technology with ease so as to be able to solve information distribution problem.
- 3. Gender of library must not be seen as impediment to effective task performance but rather as a tool to harness the best in both genders for efficient and effective task performance in the library.
- 4. Marital status of personnel should be positively leveraged on by supervisors to bring about responsive and responsible behaviour that can bring about positive disposition to assigned responsibilities for improved task performance by library personnel.

- 5. Income should be constantly reviewed to ensure that income earned can cater for the needs and wellbeing of library personnel. This will engender a sense of security in them and prompts them in achieving effective task performance.
- 6. Library managers should give good consideration to personal profile during recruitment of new workforce for the library so as to enhance their task performance.

CONCLUSION

The study has established that gender, marital status and income had joint contribution to task performance of library personnel. This is not to ignore the contribution of other demographic variables on task performance. Equality of gender in the way personnel are handled in the work place creates impetus in individuals to exact effort on assigned responsibilities which aids the achievement of library goals and objectives. Likewise, marital status of individual personnel should not be seen as detrimental to effective task performance in the library but rather as platform for responsible behaviour. Income, as a form of compensation for work done is important in motivating personnel to attain high level of performance.

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Appendix I

Universities	Librarians	Library Officers	Total
Adekunle Ajasin University, Akungba- Akoko	08	04	12
Ekiti State University, Ado-Ekiti	27	09	36
Federal University of Agriculture, Abeokuta	25	05	30
Federal University of Technology, Akure	14	12	26
Federal University of Technology, Oye- Ekiti	06	04	10
Ladoke Akintola Uni versity of Technology, Ogbomoso	13	07	20
Lagos State University, Ojoo	14	10	24
Obafemi Awolowo University, Ile-Ife	25	10	35
Olabisi Onabanjo University, Ago-Iwoye	12	14	26
Osun State University, Osogbo	10	07	17
Ondo State University of Science and Technology, Okitipupa	03	01	04
Tai Solarin University of Education, Ijebu- Ode	09	05	14
University of Ibadan	31	19	50
University of Lagos	14	12	26
Total	211	119	330

APPENDIX II: Questionnaire SECTIONA: PERSONAL DATA

l.	University (please state)
2.	Name of Library
	Gender: Female () Male ()
1.	Age: as at last birthday
5.	Marital status: Single () Married () Divorce () Widowed ()
ó.	Status (please tick where appropriate) University Librarian ()
7.	Dep. University Librarian () Principal Librarian () Senior Librarian () Librarian I () Librarian II ()
	Assistant Librarian () Library Officer () Higher Library officer () Senior Library officer () Principal library
	officer I () Principal library officer II () Chief library officer I () Chief library Officer II ()
3.	Highest Academic Qualification: Ph. D () MLS () BLS () Diploma in Lib studies () Others
	specify
).	Years of work experience in the library
	Level of Income a. Very High () b. High () c. Moderate () d. Low ()
11.	In which section of the library do you work? a. Administration () b. Acquisition () c. Technical () d.
	Circulation () e. Serials () f. Media () h. Reference ().

SELFAND SUPERVISORS' EVALUATION OF TASK PERFORMANCE OF LIBRARY PERSONNEL

Rate the level of your task performance in the library using this rating scale:

Very High = 5; High = 4; Moderate = 3; Low = 2 and Very Low = 1.

Job Knowledge: Ability to	5	4	3	2	1
perform tasks in accordance with laid down principles and					
procedures					
understand the library collections and core system (catalogs					
website databases etc)					
keep knowledge current					
demonstrate knowledge and skills needed to perform tasks					
effectively					
demonstrate depth, currency and job knowledge.					
Job skills: Ability to					
demonstrate skills relevant to task					
demonstrate physical competency skills.					
demonstrate affective skills					
pay attention to details.					
maintain skills in current tools and technologies necessary to					
complete job tasks					
Task Quality: Ability to		_			
carry out task accurately and neatly.					
meet standard procedure for executing tasks.					
multi task in an effective manner.					
produce exceptionally quality tasks.					
execute tasks with minimal error					
Task Quantity: Ability to					
accomplish acceptable volume of work under normal situation.					
fulfil assigned responsibilities and duties					
ensure that outputs meet and exceeds expectation.					
meet stipulated results/outcomes					
manage quantifiable assignment					
Planning/Organising: Ability to		1			
demonstrate skills in planning, organising and evaluating					
subordinate					
initiate clearer objectives					
monitor and control resources					
exhibit strong organisation skills					
identify resources that will meet organisation goals and					
objectives					

Supervision: Ability to		
seek clearance when goals and priorities are unclear.		
demonstrate quality leadership		
influence other members of staff positively		
harness both human and material resources to achieve set goals		
identify problems and proffer solution.		
Communication: Ability to	·	
listen carefully and seek clarification to ensure understanding.		
effectively communicate information and ideas orally or in		
writing.		
share information clearly and concisely.		
communicate effectively.		
use facial expression gestures, body language to communicate		
effectively.		
Creativity: Ability to		
identify and analyse problems		
formulate alternative solution.		
take/recommend appropriate action to resolve problem		
follow up to ensure problems are resolve		
take realistic decision.		
Timeliness: Ability to	 	
promptly execute tasks		
manage time well		
complete tasks on schedule		
prioritised tasks		
be consistent in carrying out assigned task		
Adaptability: Ability to	 	
adapt to changes in direction and priority		
adjust to new work processes		
perform task demanding physical strength		
quickly and proficiently learn new methods		
accept new challenges, responsibilities and assignments.		