

## POSITION DESCRIPTION

Position Title: Communications and Marketing Coordinator

Position No.: LIB-09

Department: Library

Reports To: Manager of Community Engagement

Date: May 6, 2022

## POSITION SUMMARY

The Community Engagement Coordinator is responsible for developing and managing strategies which increase the community's awareness of the Library, its services, and the programs through the development and implementation of the Library's communication plan. This position coordinates the information to create a clear and unified identity and voice for the Library.

The Communication and Marketing Coordinator is responsible for planning, writing, producing and managing content for the Library marketing, branding, and communications. There is a requirement to develop a business plan and communications plan that directly supports the strategic goals and initiatives of the Library. The position requires strong attention to details, marketing and communication skills, graphic design and web content supports, and will support fund development applications.

## DUTIES AND RESPONSIBILITIES

- Marketing, Communications, and Branding
  - Develops and implements annually a marketing and communication strategy for the Library that aligns with the Strategic Plan, creating goals with set measurable objectives, monitoring effectiveness and trends, ensuring accuracy of content, and analyzing and applying market-based research
  - Develops and produces promotion materials covering the range and value of library services
  - Works with the Manager of Cultural Services to cultivate displays for the Library and Cultural Centre, to be included in the communications plan/strategy
  - Develops promotional materials with the goal of enhancing the Library's profile within the community, with the goal of increasing community involvement
  - Develop strategies for inventorying all promotional items
  - Under the supervision of the Chief Executive Officer, provide communications expertise and support to the Library Board and Staff, including editorial and style



- guidance to ensure consistency, accuracy, and message quality is in accordance with the Library's Strategic Plan/Goals
  - Evaluate, collect, and report on the communication and marketing achievements and statistical data to the Manager of Community Engagement
  - Assist the Manager in developing content for Board reports/updates, as required
  - Evaluates the Library Brand and makes recommendations to the Manager of Community Engagement and the Chief Executive officer on suggestions, modifications, or changes
  - Oversee the Library's visual identity, providing guidance for graphics standards, branding guidelines and communications material
  - Ensures all document templates are formatted using the Library Branding
  - **Public Relations**
    - Oversees all media relations initiatives, proactively seeking coverage for newsworthy initiatives
    - Develops a PR plan for traditional and new media initiatives
    - Under the guidance of the Manager of Community Engagement and the Chief Executive Officer, writes and edits news/media releases, and facilitates interviews
    - Develop and maintain positive working relationships with Municipal employees, attending Coms meetings as they arise
    - Plan and conduct promotional events to showcase the Library accomplishments, initiatives and programs
  - **Website and Social Media**
    - Supporting the Manager of Community Engagement, develops the Library's social media strategy while adhering to the social media policy
    - Maintains the Library Website, social media accounts, ensuring content is up-to-date
    - Maintains statistics for web and social media content
    - Leverages the Library's social media properties to engage stakeholders and maintain the Library's presence virtually
  - **Fund Development**
    - Supports the Chief Executive Officer in fund development plans and strategies for the Library
    - Grows relationships with library donors and sponsors, while cultivating and soliciting these individuals and organizations
    - Acts as a resource in identifying external grant opportunities and initiatives
    - Supports the development of grant applications and proposals
  - **Other Responsibilities**
    - Actively participate in professional Library workshops, conferences, forums and committees where possible. Prepare reports and recommendations for any actions arising from meetings.
-



- Maintain confidentiality under the Municipal Freedom of Information and Protection of Privacy Act and other related and applicable legislation;
- Comply with the Occupational Health and Safety Act and Regulations, and the Corporate Health & Safety Policy and related procedures.
- Other duties as assigned

## **POSITIONS SUPERVISED DIRECTLY**

Volunteers

## **QUALIFICATIONS**

- Post secondary education in marketing, communications, public relations or equivalent.
- Background in public relations, community development, customer relations or similar field.
- Diploma or certificate in Graphic Design, Website development, Computer Technology or similar field.
- One to Two years related work experience.
- Experience in public libraries an asset.
- Thorough working knowledge of Microsoft Windows and Office applications
- Familiarity with web design and HTML, and a working knowledge of design software such as Adobe Photoshop
- Experience with social media platforms such as Facebook, Instagram, TikTok
- Excellent creative, organizational, communication, planning, public relations and interpersonal skills; excellent rapport with children, youth, and adults
- Ability to deal courteously, effectively and tactfully with all levels of staff, the public, community groups, agencies/organizations, and all levels of government.
- Excellent written and verbal communication skills. Fluent in English (reading, writing, verbal), other language fluency considered an asset;
- Strong organizational skills with the ability to balance priorities and meet deadlines.
- Ability to work independently
- Ability to cope with high levels of interruptions, exercise discretion and good judgement;
- Satisfactory Police Record/Vulnerable Sector Check.
- First Aid/CPR an asset
- Ability to work days, evenings and weekends.
- Satisfactory Police Record Check.



**Reviewed By:**

NAME:	DATE:	SIGNATURE:
-------	-------	------------

**Managers Approval:**

I confirm that: <ol style="list-style-type: none"><li>1. The accountabilities / deliverables were assigned to this position effective: <b>May 6, 2022.</b></li><li>2. The information in this position description reflects the actual work performed.</li></ol>		
NAME:	SIGNATURE:	DATE: