



NOTICE OF VACANCY

Bracebridge Public Library

Marketing & Communications Coordinator

Position Summary

Reporting directly to the CEO & Chief Librarian, the Marketing and Communications Coordinator is a creative guru able to thrive in a rapidly changing environment. Responsible for supporting library objectives through strategic internal and external communications and marketing. This role provides expertise and support in public relations, community relations, internal communications, social media, and marketing and media relations. Identifies opportunities for education initiatives to raise the community's awareness of the Library's services, spaces and impacts. This role will help to launch the Library's new brand, currently in development.

Duties & Responsibilities

- Develops and implements the Library's marketing and communications plan based on the Strategic Plan and annual objectives through promotional, public relations and media strategies.
- Implement graphic standards (branding guidelines) and monitor quality assurance.
- Liaise with staff and provide consultative services, including advice, guidance and orientation on the development of promotional and marketing campaigns, such as content, layout, branding standards and best implementation methods.
- Coordinates the production and distribution of professional communications and marketing products, for staff communications and library promotional materials and publications, including digital content. Designs, creates and edits content, and develops effective distribution and placement of such resources
- Develops and implements unified and consistent brand(s) and merchandising throughout BPL
- Creates and delivers timely and effective online content and updates; enhance BPL's online profile and contribute to increased awareness of BPL's brand.
- Ensuring the Bracebridge Public Library website is up to date, inclusive of all events, programs, etc.
- Creation and maintenance of a blog/vlog on the BPL website
- Creating regular and engaging content on all of the Library social media accounts, including but not limited to Facebook, Tik Tok, Instagram, etc.
- Creation, as required, of articles for the local newspaper regarding content related to the library.
- Taking photographs and videos to support marketing initiatives.
- Creation of videos for promotion, library programs (in coordination with programming team), online resources, etc.
- May lead special projects, campaigns and initiatives that further promote and market BPL as a valued community asset to all stakeholders
- Exploration and implementation of additional marketing avenues such as podcasts, etc.
 - Establish and maintain strong relationships with media; create all news advisories and media releases after approval by the CEO.
 - Stays informed of new advances and trends in the marketing and communication field and makes recommendations for their appropriate application in the BPL environment.
- Performs other duties as required to support library operations.

What do you need to bring to this position?

- University degree or diploma in Marketing, Communications, Public Relations or suitable equivalent. Related experience in a public library or similar situation may also be considered.
- Minimum of three years of relevant experience with a sound working knowledge of current professional communication and marketing techniques.
- Demonstrated track record of successful development of marketing strategies and communication skills, interacting with customers, and in building customer awareness of products/services.
- Strong ability in creating, editing and proofreading a variety of media with a keen eye for detail.
- Able to work independently and collaboratively, show initiative and creativity, exercise good judgement, and act with tact and courtesy in a team environment.
- Demonstrated proficiency with marketing related software and in integrating new technologies and social media platforms into marketing practices.
- Maintenance of all Library social media accounts, including regular posts & engagement through the various platforms.
- Demonstrated commitment to continuous professional development.
- Valid Class "G" driver's license in good standing.
- Proficient use of the Microsoft Office Suite, InDesign, social media, WordPress and other technologies.
- Competence in prioritizing and managing multiple projects/deadlines.

Compensation: \$25.76 - \$30.13 hourly, commensurate with education and experience.

Note: This position consists of varied schedules – the successful candidate will be required to work regular days, but some evening and weekend work may be required.

Total hours: 24 hours per week.

Occupational Health and Safety awareness training from the Ministry of Labour and WHMIS training will be required. A current criminal record check, with vulnerable sector clearance will also be required for the successful candidate.

Closing: This position will remain open until filled. Review of applications will begin at 4:30pm on **Friday, March 11th, 2022.**

Please submit your cover letter and resume to:

Bracebridge Public Library
94 Manitoba Street
Bracebridge, Ontario P1L 2B5
Attention: Crystal Bergstrom, CEO & Chief Librarian
E-Mail: crystal.bergstrom@bracebridgelibrary.ca
Fax: (705) 645-6551

We thank all who apply, however, only those candidates selected for an interview will be contacted. All personal information is collected under the authority of the Municipal Act, S.O. 2001, c. 25 and will be used to determine employment eligibility. The Bracebridge Public Library is an Equal Opportunity Employer and is committed to meeting its obligations under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act. Questions regarding collection of information or accommodation should be directed to the Library CEO at 705-675-4171.