

Marketing and Communications Coordinator

Classification: Grade 5, Library Technician

Job Type: Full Time, Permanent

Reports To: Community Engagement Supervisor

Under the direction of the Community Engagement Supervisor, the Marketing and Communications Coordinator is responsible for developing, leading and supporting a variety of creative marketing and advertising initiatives for the Stratford Public Library. This position will work closely with all departments to execute their marketing and communication goals.

The Marketing and Communications Coordinator additionally assists the Technology and Operations Manager in maintaining and supporting digital technologies for Stratford Public Library and the Perth County Information Network (PCIN).

Duties and Responsibilities

1. Responsible for planning creation, design, production, and evaluation of marketing, advertising, and outreach strategies for the Library's various programs, services, events and initiatives.
2. Assists in the development and deployment of the Library's marketing and advertising plans.
3. Writes and revises copy for the Library's various advertising, publicity, and promotional publications and materials including newsletters, website content, and press releases.
4. Responsible for the creation of content and graphics for the library's website, staff intranet, e-newsletters, mobile apps, social media, and other online properties. Maintains a digital content creation and posting calendar to ensure currency of messaging and online assets.
5. Represent the library and promote the Library at internal and external activities and events and creates awareness through photography and social media.
6. Identify opportunities to raise awareness of the Library's programs, services and events in the community, and regularly advises Management and the CEO of such opportunities.
7. Manages allocated budgets and tracks spending. Determines how funds are distributed throughout the budget year for marketing and advertising initiatives.
8. Communicates with media as required. Develops measurable objectives to review and evaluate the success of marketing strategies and communications, providing statistical reports as required.
9. Maintains positive contact with community groups and agencies.
10. Coordinates and participates in community events and other such assigned promotional or public relations functions.
11. Maintains and supports the public portion of Library's automated system, the PCIN website, and other online library tools.
12. Participates in library and external committees and other work groups to achieve the goals of the Library.
13. Regularly participates in training opportunities and maintains awareness of developments in the field. Shares relevant developments with colleagues; suggests and incorporates new ideas when able.
14. Other duties as required.



Formal Qualifications

1. A College degree in Marketing and/or Advertising, or other combination of education and experience.
2. Minimum of 3 years of experience in the marketing field, including traditional and digital advertising.
3. Experience creating graphics for digital and print platforms, efficient use of image and video editing software.
4. Excellent written and verbal communication skills in English. Skilled at making public presentations.
5. Exceptional organization skills with the ability to handle multiple projects to meet deadlines.
6. Strong proficiency with Microsoft Office, Adobe Creative Suite, Canva, and various social media platforms. Knowledge of library tools such as BiblioCommons and Overdrive an asset.
7. Experience with Drupal as a website platform is an asset.
8. Familiarity with emerging technology and a knowledge of current trends and innovations in marketing.
9. Ability to maintain effective working relationships at all levels within an organization.
10. Valid “G” Driver’s License and reliable access to a vehicle.
11. Ability to produce a copy of a clear vulnerable sector police check.

Terms of Employment

Hours of Work:	Average of 35 hours a week. Hours of work are variable and subject to change based on Library needs; working hours may include evening and weekend shifts.
Rate of Pay:	\$32.44 - \$38.16 per hour (2024 rate)
Benefits:	OMERS Pension Plan Extended Health Care Life Insurance LTD plan Employee Assistance Program Annual vacation entitlement; as per the SPL Staff Manual Paid sick leave of up to 18 days per year

How to Apply

Email a cover letter and current resume detailing your qualifications to:
Krista Robinson, CEO, krobinson@splibrary.ca

Applications will be accepted until **11:59pm Sunday, November 17, 2024**
Anticipated start date for this position is **January 6, 2025**

Applicants are thanked for their interest but only those individuals selected for an interview will be contacted. The Stratford Public Library is an equal opportunity employer. Accommodation for disabilities is available for all parts of the recruitment process. Applicants are asked to make their particular needs known in advance. Artificial Intelligence will not be used in the recruitment process.

