



JOB POSTING: Marketing and Communications Coordinator
Date: July 22, 2022

JOB POSTING

JOB TITLE/POSITION:	MARKETING AND COMMUNICATIONS COORDINATOR
JOB CLASSIFICATION:	Exempt
JOB STATUS:	Permanent, full time, 35 hours per week
LOCATION:	System-Wide; Home Branch – Downtown
COMPENSATION:	We offer an attractive and competitive remuneration package, including comprehensive benefits, a pension and support for professional development. Salary range is \$55,582 - \$65,010
POSTING DATE:	July 22, 2022
CLOSING DATE:	August 19, 2022, 5:00 p.m.

JOB SUMMARY:

Under the direction of the Manager, Marketing and Communications, the Marketing and Communications Coordinator will play an integral role in the library's brand management. The position takes responsibility for contributing to the library's internal and external print and digital communications, marketing campaigns, social media and website, videography and photography, and may assist with community relations, events and special projects that support the organization.

SUPERVISORY RELATIONSHIPS:

- Reports to the Manager, Marketing and Communications
- Collaborates with other members of the marketing team

QUALIFICATIONS:

1. Two to three year Diploma or Degree in Marketing, Communications or related field
2. Two to three years' related experience working in similar role, preferably in a non-profit environment
3. Demonstrated experience with video creation and photography, both for social media use and promotional content

4. Experience with managing social media channels professionally, including content planning and scheduling with Hootsuite and Later, creating ads, monitoring analytics and monthly reporting
5. Website management including content creation and ensuring brand and voice are consistent across the site
6. Experience creating graphics for digital and print platforms through efficient use of images and a keen eye for design
7. Proven computer literacy including all Microsoft applications, e-newsletter marketing with MailChimp, video editing software, survey tools and graphic design software
8. Experience with Adobe Creative Suite is considered an asset
9. Strong aptitude for acquiring new technical skills and knowledge
10. Complete fluency in English language; ability to speak other languages is an asset
11. Comfortable with public speaking, training and presenting
12. Ability to engage tactfully and professionally with a culturally diverse public community in person and through social media
13. Driver's license and access to a vehicle is required
14. A police check, including Vulnerable Sector Screening, is required and is a condition of employment

To protect our community and our fellow staff members, Barrie Public Library has implemented a mandatory COVID-19 vaccination policy for all staff, as a condition of employment. All Library staff must be fully vaccinated, unless they have been granted a medical exemption or accommodation under the *Ontario Human Rights Code*. Proof of fully vaccinated status will be required on the first day of employment. A copy of the Library's policy is available upon request.

KEY COMPETENCIES:

- Customer Service
- Communication
- Collaborative Relationships
- Technology Skills
- Organizational Skills and Productivity
- Learning and Growth Mindset
- Ethics and Values
- Analytical/Conceptual Thinking
- Budgets and Funding
- Entrepreneurship and Creativity

DUTIES AND RESPONSIBILITIES:

Under the direction of the Manager, Marketing and Communications, and within a team culture:

1. Marketing

Implementing the library's internal and external marketing and communications via print and digital platforms, including, but not limited to:

- Photography and videography to support and promote the library's services, programs, spaces, and collections. Includes all library locations, off-site events, and off-site collections
- Social media content creation, planning, scheduling, monitoring, engagement, and evaluation of key metrics
- Website management, including writing and posting news items, updating the home page, and assisting website editors
- Monitoring media outlets including TV, radio, newspaper, magazine advertising, and other promotional publications and reporting monthly. Media relations including weekly event listings to select media
- Email marketing using PatronPoint and MailChimp. Includes planning promotions, working with departments for content, writing, and tracking metrics
- Creating temporary and modular signage and assisting staff with templates
- Graphic design for digital screens, social media, the website, postcards, bookmarks, and other print pieces
- Identifying new opportunities and generating tactics for new memberships and member retention
- Maintaining communications and relations with staff across all departments of the organization
- Maintaining accurate and up-to date-files including organization of stock and custom photography
- Assisting with the execution of events such as the annual Barrie Dragon Boat Festival

2. Performs all other duties as required.



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WORKING CONDITIONS:

- This is a system-wide position based at the Downtown Branch that may be assigned at any Barrie Public Library location. May include opportunities for remote work.
- Hours of work may include evenings and weekends with the employee being required to perform accurate and detailed work with constant interruptions
- Works in compliance with any legislation, including the *Occupational Health and Safety Act*, the *Accessibility for Ontarians with Disabilities Act*, and privacy legislation

OTHER:

- Applicants may be asked to provide proof of education status, licenses, certification upon the Library's request
- Barrie Public Library is committed to providing an inclusive, barrier-free environment for job applicants. As an organization, we respect and uphold the requirements set forth under the Accessibility for Ontarians with Disabilities Act (2005). If invited to participate in an interview, please advise us of accommodation measures you may require during our recruitment process. Information received relating to accommodation needs of applicants will be addressed confidentially
- Personal information is collected under the authority of the Public Libraries Act, R. S. O. 1990, Chap. P.44, section 23, subsection 4 and will be used to determine eligibility for employment

Those wishing to apply should submit a cover letter and current resume to:

Jane Little
Manager, Human Resources
Barrie Public Library
60 Worsley Street
Barrie, Ontario L4M 1L6

Fax: 705-728-4322

Email: jobs@barrielibrary.ca

We thank everyone for their interest, but only candidates selected for interviews will be contacted.