



JOB POSTING: Marketing and Communications Coordinator  
Date: May 5, 2025

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## JOB POSTING

<b>JOB TITLE/POSITION:</b>	<b>MARKETING AND COMMUNICATIONS COORDINATOR</b>
<b>JOB CLASSIFICATION:</b>	Exempt
<b>JOB STATUS:</b>	Permanent, Full time, 35 hours per week
<b>LOCATION:</b>	System-Wide; Home Branch – Downtown Remote work may be possible
<b>COMPENSATION:</b>	We offer an attractive and competitive remuneration package, including OMERS pension and benefits Salary range is \$59,841 - \$69,997
<b>POSTING DATE:</b>	May 5, 2025
<b>CLOSING DATE:</b>	May 16, 2025, 5:00 p.m.

### JOB SUMMARY:

Are you a creative storyteller looking to make a positive impact on our community? The Barrie Public Library (BPL) is seeking a dynamic and detail-oriented Marketing and Communications Coordinator to join our team! This is a fantastic opportunity to join a small creative team that supports the library's strategic goal of building awareness of library services in the community.

As a Marketing and Communication Coordinator, you will be responsible for managing our social media platforms, running email marketing campaigns, keeping our website fresh and engaging, and producing captivating content that tells the story of the library and our members. Whether it's through photography, videography, or compelling written communication, you will reach new audiences to build awareness of library services, programs and collections.

The ideal candidate will be a creative problem solver with a keen eye for detail, strong graphic design skills, and an eagerness to support a diverse and growing population in Barrie. If you are a self-starter who thrives in a collaborative environment, loves to share stories through digital media, and wants to make an impact in the community, this is the perfect job for you.

### **About the Barrie Public Library**

The Barrie Public Library (BPL) serves a population of 150,000 residents in Barrie, Ontario, and 21,000 residents in Oro-Medonte. BPL is a progressive and award-winning organization with a supportive and inclusive culture. We employ around 100 diverse and passionate staff who provide services at our three library locations and out in the community.

### **SUPERVISORY RELATIONSHIPS:**

- Reports to the Manager, Marketing and Communications
- Collaborates with other Marketing and Communications Coordinator
- Works with volunteers and vendors

### **QUALIFICATIONS:**

1. Two- to three-year Diploma or Degree in Marketing, Communications or related field.
2. Two to three years' related experience in a similar role, preferably in a non-profit environment.
3. Excellent oral and written communication skills including meticulous grammar, spelling and attention to detail.
4. Strong time management and organizational skills with the ability to solve problems and take initiative.
5. Experience managing social media channels professionally, including creating engaging content, planning and scheduling with SproutSocial (or a similar platform), running ads, monitoring analytics and reporting monthly.
6. Website management experience, including creating compelling and fresh content while ensuring brand and voice are consistent across the website.
7. Demonstrated experience creating eye-catching graphics for digital and print platforms.
8. Excellent technological skills, including e-newsletter marketing tools, video editing software, survey tools, and graphic design software. Experience with Adobe Illustrator, InDesign and Photoshop is considered an asset.
9. Strong aptitude for acquiring new technical skills and knowledge.
10. Complete fluency in English language; ability to speak French is an asset.
11. Comfortable with public speaking, training, and presenting.
12. A driver's license and access to a vehicle is required; the position requires travel between branches and outreach locations.
13. A police check, including Vulnerable Sector Screening, is required and is a condition of employment

**DUTIES AND RESPONSIBILITIES:**

This position works collaboratively with one other Marketing and Communications Coordinator, under the direction of the Manager, Marketing and Communications. Responsibilities may include, but are not limited to:

**Social Media**

- Creating monthly social media plans and scheduling content through SproutSocial and natively on the platforms as required
- Daily monitoring of social media channels, responding to and engaging with followers
- Collecting data and evaluating key metrics to inform the social media strategy

**Website Management**

- Writing and publishing news items and 'listicles' promoting library news, programs, collections, and services
- Planning fresh home page content including banner images
- Adding new webpages and assisting other website editors as needed

**Photography and Videography**

- Attending programs and events to capture real-time images of patrons enjoying library spaces. This can include evening and weekend events.
- Planning shot lists and coordinating professional photo shoots.
- Working collaboratively with staff to create video content, from short fun and trending reels to longer videos that tell our patrons stories.

**Email Marketing**

- Creating content for monthly e-newsletter that shares highlights of upcoming events, new services, and book lists
- Regularly updating campaigns to ensure fresh and accurate content
- Tracking metrics and adjusting strategy as needed

**Graphic Design**

- Creating digital graphics for in-library screens, self-checkout machines, website banners, social media, and newsletters

- Designing print pieces, from small pieces like bookmarks and postcards, to brochures, reports, posters, and in-branch signage

### **Marketing & Communication**

- Supporting internal communications, including a monthly staff e-newsletter
- Maintaining communications and relationships with staff across all departments of the organization
- Communicating with local media contacts to spread awareness of library initiatives
- Creating and executing marketing campaigns to generate new memberships and encourage member retention and engagement
- Advising on and assisting with larger annual events like our Barrie Dragon Boat Festival and BPL Comic Fest
- Creating and managing online surveys through SimpleSurvey
- Ordering and maintaining an inventory of promotional items
- All other duties as required and assigned

### **WORKING CONDITIONS:**

- This is a system-wide position based at the Downtown Branch, with regular travel to other library locations. May include opportunities for remote work.
- Hours of work include occasional evenings and weekends to attend programs or outreach events
- Required to perform accurate and detailed work with frequent interruptions
- Works in compliance with any legislation, including the *Occupational Health and Safety Act*, the *Ontario Accessibility for Ontarians with Disabilities Act*, *Web Content Accessibility Guidelines 2.0*, *Canadian Anti-Spam Legislation* and privacy legislation

### **OTHER:**

- Applicants may be asked to provide proof of education status, licenses, certification upon the Library's request
- The 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



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- 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

Email: [jobs@barrielibrary.ca](mailto:jobs@barrielibrary.ca)

Links to portfolios of work will be considered if included in your email application.

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