



**Contract Position – Marketing & Communications Coordinator
(Job # WSPL-2019-03)**

Status: Full-time, Contract (June 1, 2019 - December 30, 2019)
Date Open: April 25, 2019
Date Closing: May 17, 2019
Hours: 35 hours per week including days, evenings and weekends
Salary: TBD

Position Summary

The Marketing & Communications Coordinator will oversee the planning, implementation, design, production, and evaluation of the Library's public relations, outreach, and marketing communications. This position will employ all appropriate forms of marketing including but not limited to print and social media.

Tasks

1. Create and Implement the library's internal and external marketing and communications via print and digital platforms, including but not limited to social media, video, email, website, signage, promotions, merchandising, e-newsletters, and various media outlets
2. Create an annual marketing and promotional strategy for the library that supports the objectives set forth in the library's strategic plan
3. Maintain an up-to-date media contact list and acts as a liaison between WSPL staff and the media, under the direction of the CEO
4. Be the social media lead including but not limited to developing content, researching & maintaining best practices and trends, and training for staff
5. Monitor social communities and media coverage and promptly respond to audience interactions as well as respond to inquiries from media and the public as necessary
6. Assist in the planning and execution of library events in the community and at the Library
7. Create WSPL related content for and participate in library associations such as OLA and SOLS
8. Represent and promote the Whitchurch-Stouffville Public Library at internal and external activities in an enthusiastic and professional manner

9. Proactively identify and help manage emerging issues pertaining to the Library's reputation
10. Identify opportunities to raise awareness of the Whitchurch-Stouffville Public Library in the community
11. Support the Community Engagement team to meet goals related to Development, Outreach, and Community Information
12. Work with the Chief Executive Officer on fundraising as required
13. Create analytical reports on Stouffville's demographics and the social media/communications trends of our residents
14. Other duties as assigned

Qualifications and Requirements

- University or college education in Communications, Public Relations, Marketing and/or Journalism
- 2-3 years of experience in the Marketing and Communications field an asset
- Knowledge of strategic marketing for non-profit organizations an asset
- Strong proficiency in Microsoft Office, Adobe Creative Suite, web management, and a variety of social media channels
- Advanced written and verbal communication skills in English
- Critical thinking and analytical skills to assess complex issues of concern to stakeholders, including the media, the public, and the Library Board
- Experience creating graphics for digital platforms, efficient use of image and video editing software, and keen eye for design
- Familiarity with emerging technology and a thorough knowledge of current trends and innovations in digital media.
- Skilled at making public presentations and representing WSPL in the community.
- Driver's license and access to a vehicle is required

How to apply

Please forward your resume in confidence by May 8, 2018 identifying **Job# WSP-2019-03** in the subject line to anna.kroeplin@wsplibrary.ca .

The Whitchurch-Stouffville Public Library is an equal opportunity employer committed to an inclusive, barrier-free recruitment and selection process. We respect, encourage, and celebrate our diversity. If contacted for an employment opportunity, please advise if you require accommodation.

We thank all applicants for their interest in this position, however, only those applicants selected for an interview will be contacted.