

# Marketing & Communication Coordinator

**Competition Number: #18-24**

**Employment Status:** Permanent Full-time

**Pay Range:** \$53,670 - \$69,135

**Location:** Central Branch

**Hours:** 35 hours per week including days, evenings and weekends

**Closing Date:** May 18, 2018

**Are you a communication guru? Do the words “innovative and creative” speak to you? Do you want to be part of an exciting team that is reshaping our identity? If you answer yes to each of the questions, the role of Marketing & Communication Coordinator may be for you. In this role, you will be a member of the Community Engagement team to support the strategic direction of the Library and to live our mission to *Inspire Oakville*.**

## What you'll do

**As a Marketing & Communication Coordinator, you will:**

- Create and distribute content for various communication platforms including media releases, corporate websites, social media
- Assist with maintaining and updating content for the Oakville Public Library on internal and external communication platforms
- Create and develop marketing materials within brand/visual identity
- Be the social media lead including but not limited to developing content, researching & maintaining best practices and trends, overseeing policies & guidelines, and training for staff
- 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
- Assist in the planning and execution of events in the community and at the Library
- Represent the Library at events and other engagements as a participant or coordinator
- Proactively identify and manage emerging issues pertaining to the Library's reputation
- Identify opportunities to raise awareness of OPL
- Support the Community Engagement team to meet goals related to Development, Outreach, and Community Information
- Assist with other duties as assigned

## Is this a good fit for you?

**We're looking for someone who can:**

- Demonstrate the ability to multi-task and prioritize in a growing & changing workplace
- Think creatively, utilize strong written and verbal communication skills and possess the ability to work with graphical content
- Strong service approach in working with people both inside and outside of the Library
- Bring improvements through innovative solutions, approaches, products, or services
- Embrace change to support the continuous growth of the Library
- Exercise sound judgement and obtain all relevant facts before making decisions

- Manage own work activities in light of changing priorities

**Your experience and educational background:**

- University or college education in Communications, Public Relations, Marketing and/or Journalism
- Minimum 2-3 years of experience in the Marketing and Communications field
- Strong proficiency in Microsoft Office, Adobe Creative Suite, WordPress, SharePoint, web management, databases and a variety of social media channels
- Experience with DSLR camera

**Who are we?**

Oakville Public Library strives to fulfill our mission of cultivating discovery and creativity in every phase of life. We are focused on exceptional customer service to meet the needs of the children, youth, adults, and seniors utilizing our physical or online services. We continue to be agile in our mandate to meet the needs of the residents of Oakville.

**What's it like to work at Oakville Public Library?**

It's challenging, stimulating, and hugely rewarding. Our positions offer tremendous diversity and excellent opportunities for professional growth. Every day, we commit to providing access to tangible resources and programs that inspire, encourage, and provoke thought for the residents of Oakville.

Applications will be accepted on-line at [www.opl.on.ca](http://www.opl.on.ca) in the current opportunities section no later than midnight on **May 18, 2018**.

The Oakville Public Library is an equal opportunity employer and is pleased to accommodate individual needs in accordance with the Accessibility for Ontarians with Disabilities Act, 2005 (AODA) within our recruitment process upon request. If you require accommodation at any time throughout the recruitment process please contact Human Resources at [oplhr@oakville.ca](mailto:oplhr@oakville.ca)

A Security Clearance Check with Vulnerable Sector Screening will be required for all employees and volunteers of the Oakville Public Library. Successful applicants must submit the Security Checks (dated within the last six months) prior to or on the first day of employment.

The Oakville Public Library endeavours to provide a safe environment for all its employees. We thank all applicants for their interest, however, only those candidates considered for an interview will be contacted.