

DEPARTMENT:	Library	STATUS:	Regular Full Time
NO. OF POSITIONS:	One	UNION:	CUPE, Local 387
HOURS OF WORK:	35 hours per week*	SALARY:	\$66,493 - \$78,418 annually plus benefits (2021 rates)

About New Westminster Public Library

The City of New Westminster is a socially, economically and culturally diverse community of approximately 82,000 residents. As a core civic service, New Westminster Public Library aims to engage, strengthen and connect the community by inspiring exploration, imagination, creativity and lifelong learning. We emphasize the development and delivery of innovative programs and services that reflect our commitment to the principles of social justice, diversity, equity, and inclusion, delivered through the lens of anti-racist and anti-oppressive practice. We are committed to reconciliation with First Nations and urban indigenous communities. We seek to constantly learn, evolve and adapt our practice to the changing needs of our community, seeking always to identify and remove barriers to service.

Who we are looking for:

Reporting to the Manager of Community, Programs and Engagement the Digital Branch Librarian coordinates and continuously works to improve the library’s digital branch. This includes managing and updating the library’s website, and ensuring the library’s social media channels and monthly electronic newsletter continually engage, inspire and build awareness of NWPL’s products, services and community initiatives. You understand that online library collections, resources and communications channels form a distinct service point, or ‘digital branch’ that must continually strive to address the needs of a broad range of audiences throughout the City of New Westminster. This position is also a member of the library’s public services team, planning and delivering library programming in your focus area. This may include programs related to ebooks, digital media stations and a range of emerging technologies. The Digital Branch Librarian will also provide general information services at service desks and may participate in community meetings and working groups. As well as playing a key communications and information service role, the Digital Branch Librarian actively seeks ways to collaborate in a workplace dedicated to the principles of equity, diversity and inclusion through the lenses of a socially just and anti-oppressive framework.

Primary responsibilities include:

Digital Branch Coordination

- Maintain and always seek to improve **nwpl.ca**, the library website, its related sites/pages and modules, while monitoring and responding to website inquiries and feedback as required.
- Assist in deploying a range of strategies to optimize website access and user experience.
- Liaise with staff who contribute to digital collections, resources, and content.
- Create engaging social media posts using a variety of media, hashtags and other engagement and networking tools; moderate and maintain follower audiences, social inboxes and comments across all library social media channels.
- Create, write and edit text content across a range of online/digital channels including social media, website, electronic newsletter content, news releases and other promotional items as needed.
- Collaborate with other communications staff in creating and developing various communications and awareness assets/campaigns (print and digital) as needed.

Public Services

- Provide excellent public services at library information service desks as required.
- Provide 1:1 and group instruction in use of various online resources and digital technology as needed.
- Assist with collection development tasks, as assigned.
- Participate on library committees and working groups as assigned.
- Participate in collection development in an assigned collection area.
- Collect and regularly maintain statistics related to digital platforms, online engagement as well as program and information services provided.

Details (hours of work):

- This is a permanent, full-time position, 35 hours/week.
- The hours for this position include a regularly scheduled weekend day (Sunday), on a three week rotation, and will also work a regularly scheduled evening day (Tuesday, Wednesday or Thursday – to be determined). Hours and schedules are always subject to change due to operational need and reviewed on an annual basis.
- Library staff may participate in the City of New Westminster's Compressed Day Off program.

Required Qualifications:

- MILS from an ALA accredited institution.
- Previous experience in managing digital communication channels and assets (e.g. websites, social media platforms, electronic newsletters).
- Demonstrated ability to create and deploy website content (text, graphics, formatting) using a content management system such as WordPress, Joomla or Drupal, as well as through the use of a variety of coding techniques through languages such as HTML, XML, Javascript.
- Aware of emerging trends in public libraries related to website design, and digital communications.
- Demonstrated experience preparing text copy specifically for websites, blogs, social media and/or eNewsletters.
- Demonstrated ability to diplomatically moderate and respond to diverse opinions and feedback delivered in-person or electronically (phone, email, social media).
- Possess impeccable copy-editing skills that will allow you to be the final eyes on copy before it is finalized and published.
- Experience providing instructional library programs for diverse audiences.
- Experience delivering information and reference services (readers services, library technology support, general reference).
- Genuinely passionate about equity, diversity, inclusion, and willingness to learn from other experiences.

Desired Qualifications:

- Working knowledge of Adobe Photoshop, Illustrator, InDesign and Creative Suite via an MS Windows environment.
- Diploma or bachelor's degree in web design, or social media management with a specialty in information architecture.
- A preferred combination of lived experience and connection with historically marginalized communities.
- Fluency in languages other than English.

Recruitment Process:

- All applications will be reviewed beginning late August.
- Those selected for an interview will be contacted by telephone or email.
- Interview questions will be provided in advance of the interview.
- Interviews will be conducted in-person led by the Manager of Community Programs and Engagement, and two other members of the Library staff.
- Results of the interviews will be reviewed and a candidate will be selected for the position.
- Following successful completion of a vulnerable sector check, and a signed letter of offer, the successful candidate would begin their position at a date and time to be determined.

Apply by sending your **cover letter and resume in one document** at www.newwestcity.ca/employment by **Aug 21, 2023**

To support a workforce that reflects the diversity of our community; women, Indigenous Peoples, racialized individuals, persons of diverse sexual orientation, gender identity or expression (LGBTQ2S+), persons with disabilities, and others who may contribute to diversity of our workforce, are encouraged to express their interest.

*New Westminster is on the unceded and unsundered land of the Halq'eméylem-speaking peoples.
It is acknowledged by the City that colonialism has made invisible their histories and connections to the land.
We are learning and building relationships with the people whose lands we are on.*

We thank all applicants for their interest and advise that only those selected for an interview will be contacted.

This position is only open to those legally entitled to work in Canada.