

**Coordinator of Marketing and Communications**  
**(Job # WSPL-010-24)**

Status:	Full Time, Permanent
Date Open:	June 28, 2024
Date Closing:	July 19, 2024
Scheduled hours/shifts:	35 hours per week, includes evening and weekends
Salary:	Grade 8 (range of \$71,804 to \$87,361 per year)

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### Position Purpose

Under the direction of the Manager of Programs and Engagement, the Coordinator of Marketing and Communications is responsible for developing, leading and supporting a variety of marketing and advertising initiatives for the Whitchurch-Stouffville Public Library, inclusive of all its departments. This position will work closely with all departments to execute their marketing and communication goals.

### Duties & Responsibilities

1. Oversees the planning, creation, implementation, design, production, and evaluation of marketing, advertising and outreach initiatives for the Library's various programs, services, events and initiatives.
2. Prepares and implements targeted advertising & marketing action plans.
3. Responsible for the creation, production, and distribution of publications, brochures, posters, and other advertising & marketing materials.
4. Writes and revises copy for the Library's various advertising, publicity and promotional publications and materials. Creates press releases for approval of the CEO as required.
5. Coordinates participation in trade shows, special events and other such assigned promotional or public relations functions.
6. Responsible for content and graphics for digital sites, including websites, e-newsletters, mobile apps, social media, and other online properties. Maintains a digital content creation and posting calendar to ensure currency of messaging and online assets.
7. Represent and promote the Library at internal and external activities in an enthusiastic and professional manner. Creates "live" awareness through photography and social media in the moment at events.
8. Identify opportunities to raise awareness of the Library's programs, services and events in the community, and regularly advises Management and the CEO of such opportunities;

9. Evaluate the effectiveness of the Library's marketing campaigns and create analytical reports outlining the pre/post measurements of effectiveness;
  10. Prepares draft budget and monitors spending of area budget.
  11. Prepares statistical and other reports as required.
  12. Responsible for hiring and training of assigned staff. Appraises the performance and conduct of direct report employees; identifies the areas of inadequate performance and undertakes informal corrective action.
  13. Presides over the immediate effective and efficient operations of the library when the Person-In-Charge (PIC).
  14. Other duties as assigned.
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## Qualifications and Requirements

1. College or University degree in Marketing and/or Advertising, or equivalent combination of education and progressively responsible work experience.
  2. Minimum 3 years of experience in the marketing field, experience in traditional and digital advertising an asset.
  3. Advanced knowledge of Graphic Design and related experience required.
  4. Advanced written and verbal communication skills in English.
  5. Experience creating graphics for digital and print platforms, efficient use of image and video editing software.
  6. Must possess a keen eye for design and a high level of quality control standards.
  7. Strong proficiency in Microsoft Office, Adobe Creative Suite, web management, and a variety of social media channels.
  8. Knowledge of marketing for library and arts organizations an asset.
  9. Critical thinking and analytical skills to assess complex marketing issues of concern to stakeholders, including the media, the public, Boards of Directors, and Councils.
  10. Familiarity with emerging technology and a thorough knowledge of current trends and innovations in marketing.
  11. Skilled at making public presentations and representing the Library in the community.
  12. Driver's license and access to a vehicle is required.
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## How to apply

Please forward your resume in confidence by July 19, 2024 at 4:30 p.m. identifying **Job # WSPL-010-24 Last Name, First Name** in the subject line [careers@wsplibrary.ca](mailto:careers@wsplibrary.ca) . Please ensure your application is saved in one single document in PDF format.

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.**