

# Milton Public Library

## Position to be Filled

**Position:** Marketing and Communications Coordinator

**Qualifications:**

- A minimum diploma in marketing and/or public relations, or a related field
- A minimum one year experience working in Marketing and Communications in a public library or similar setting
- Strong knowledge of strategic marketing for non-profit organizations
- Demonstrated ability to produce well-designed publicity and presentations
- Strong customer service skills
- Superior communication skills both verbally and in writing
- Ability to work independently and to organize time efficiently
- Ability to interact pleasantly and courteously with the public and staff, and to promote a harmonious workplace

**Location:** Main Library  
**Duties:** See attached job description  
**Salary:** \$30.73 - \$36.88 per hour  
**Hours of Work:** Part-time, 24 hours per week, including some evenings and weekends  
**Start Date:** Asap  
**Closing Date:** September 16, 2018

**Apply in Writing to:** Cyndi Duncan, Financial & Human Resources Officer  
Milton Public Library  
Email: [cyndi.duncan@mpl.on.ca](mailto:cyndi.duncan@mpl.on.ca)

Milton Public Library is an Equal Opportunity Employer and invites applications from all qualified individuals. In accordance with the [Accessibility for Ontarians with Disabilities Act, 2005](#) and the [Ontario Human Rights Code](#), Milton Public Library is committed to providing accommodations throughout the recruitment, selection and / or assessment process to applicants with disabilities. If selected to participate in the recruitment, selection and/or assessment process, please inform Milton Public Library of any accommodation(s) that you may require in respect of any materials or processes used to ensure your equal participation. All personal information is collected under the authority of the [Municipal Freedom on Information and Protection of Privacy Act](#).

**Successful applicants will be required to provide a Vulnerable Sector Screening Police Check.**

September 2018

# Milton Public Library

**Position:** Marketing and Communications Coordinator  
**Area:** Public Service  
**Responsible To:** Manager, Information Services & Programming  
**Classification:** Level X  
**Schedule:** Part-time, 24 hours per week, including some evenings and weekends

## **Qualifications:**

- A minimum diploma in marketing and/or public relations, or a related field
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## **Position Summary:**

The Marketing and Communications Coordinator will develop and track the planning, implementation, design, production, and evaluation of the library's public relations, marketing activities including internal & external communications. The Marketing and Communications Coordinator will also act as a first point of contact for regular media enquiries. This position will employ all forms of marketing including but not limited to print and social media. The Marketing and Communications Coordinator will work in a consultative team environment and will work closely with the E-Services Librarian and Web Developer to ensure a consistent web approach to communications and marketing.

## **Duties:**

1. Annually develop and maintain a Marketing & Communications Plan based on MPL's Strategic Goals; Ensures Work Plan tasks associated with the Marketing and Communications Plan are achieved
2. Develop and track the planning, implementation, design, production, and evaluation of the library's public relations and marketing activities
3. Assist the Deputy Chief Librarian in planning a Marketing and Communications budget that will yield the maximum return on marketing and communications activities
4. Work closely with the Information Services team & Web Librarian to produce messages that communicate the range and value of library services using both print, electronic and

- social media; develop targeted communication plans to effectively promote programs for patrons of all ages as well as working to improve the effectiveness of the MPL website.
5. Provide targeted publicity promoting the services and programs of the library, both in print, online and via social media.
  6. Provide targeted publicity as needed for ad-hoc library objectives including surveys and the building of new facilities
  7. Attend special events as needed to support events and to monitor the effectiveness of the event's marketing initiatives
  8. Work with the Chief Librarian, Deputy Chief Librarian and other Senior Staff on fundraising activities, as required
  9. Actively monitors trends, issues, and standards in Marketing & Communications and library best practices
  10. Develop relationships with local media representatives
  11. Actively develop relationships with other key Marketing and Communications staff at the Town of Milton and across the region, including on the HALINET Marketing and Communications committee
  12. Working with the Web Developer, the Information Technology & Technical Services Manager and the Information Services & Programming Manager to improve and enhance marketing and communications activities via the MPL website and social media
  13. Other duties as assigned

*-September 2018*