

**Position Title:** Communications Specialist, Strategic Services Department

**Posting Type:** Internal and External



At the heart of a vibrant urban/rural community of 103,000, Strathcona County Library (SCL) inspires curiosity, encourages learning and exploration, and builds connections. SCL provides excellent and accessible services from a variety of locations, including our Central Library in the Community Centre and our award-winning Bookmobile. Opportunities abound to provide creative programs and services for young families, engaged seniors and a variety of other age and interest groups. We offer a generous benefit package, strongly collaborative team-based environment and the flexibility to maintain a good work/life balance. We are committed to fostering the principles of equity, diversity, and inclusion within our workforce and community. We welcome and encourage all qualified applicants to apply.

### **Employment Terms**

This is a permanent, 35 hours/week, position with benefits. This position involves working primarily during weekdays, with occasional evenings and weekends for meetings or events.

**Rate of Pay:** The pay range is **\$35.35 - 44.21** per hour paid on a bi-weekly basis

**Start date:** September 8, or a date to be determined in consultation with the successful applicant

**Reports to:** Manager, Strategic Services Department.

### **Who We Are Looking For**

The Strategic Services Department is looking for an exceptional communicator who thrives in a highly dynamic and collaborative environment. On any given day, you might be designing a creative marketing campaign, drafting a staff update, coordinating content for a newspaper ad, or proofreading a colleague's article. You should be someone who loves a good communication challenge and finds words fun!

### **Duties and Responsibilities**

- Support the library's day-to-day needs and requests for communication and marketing:
  - Work with a team to draft communication and marketing strategies.
  - Develop communication and marketing plans to implement strategies and address requests.
  - Work with Graphic Designer to produce library publications e.g. Program Guide, brochures, ads.
  - Track, assess and report on performance of communication and marketing campaigns.
  - Monitor and respond to internal and external requests that come through the library's communications-related email accounts.
  
- Coordinate the library's interactions with traditional media outlets including paid advertising:
  - Build and maintain positive relationships with the library's media contacts.
  - Work with Graphic Designer to create print and digital ad content.
  - Plan and book paid advertising.
  - Maintain lists of current advertisers, rates and products and negotiate pricing by request.
  - Maintain stakeholder/audience and communications/marketing channels inventory lists.
  
- Develop informative and engaging content:
  - Create or source graphics and design attractive layouts.
  - Adapt materials to suit a variety of audiences, print/digital media and platforms.

- Maintain your professional knowledge and skills, and monitor trends and issues related to print and digital content standards, formats, and the use of AI tools for communications.
- Provide communication support for library programs, events, resources, projects and services.

### **Minimum Qualifications**

Degree or diploma in Marketing, Communications or a related field and two years of related experience; or diploma in Marketing, Communications or a related field and four years of related experience.

### **Required Experience, Knowledge and Skills**

- Experience in a public library or other nonprofit setting is highly desirable.
- Excellent communication skills in a variety of formats (written, oral, one-on-one, large-group presentation, grant-writing, press-releases, public service announcements, formal reports, informal pieces, web and social media).
- Excellent listening skills with an ability to assess communication and marketing needs, recommend responsive strategies, and develop detailed implementation plans.
- Ability to adapt communication styles and messages to suit audiences with varying abilities, comprehension levels, reading levels, awareness, knowledge, security levels, etc.
- Ability to evaluate marketing data, identify trends and make recommendations based on data.
- Ability to communicate visually with a strong understanding of graphic design principles and formats.
- Proficiency with modern graphic design and publication layout tools (e.g. Canva, Adobe Creative Suite) and tasks (graphic layout, image editing, link shortening, QR code creation).
- Detail-oriented with strong proofreading and editing skills.
- Ability to work both independently and within a highly collaborative environment.
- Excellent organizational, planning and time management skills with the ability to juggle multiple priorities.
- Self-motivated and committed to continual professional development and trend monitoring.

### **Conditions of Employment**

- Eligible to work in Canada

### **Application Deadline**

Deadline: **9:00 AM on Wednesday, June 24<sup>th</sup>**

Interested applicants must submit a PDF or Word résumé with your first and last name in the title. **In lieu of a cover letter, provide a paragraph of 300 words maximum describing why you feel you are best suited for this position.** Submit by e-mail to [recruitment@sclibrary.ca](mailto:recruitment@sclibrary.ca)

*NOTE: Equivalencies of education and experience may be considered. In addition to providing a dynamic working environment, we offer competitive pay and benefits package. This competition may be used to fill future vacancies for similar positions within the next 6 months. Thank you for your interest in Strathcona County Library: we only contact candidates selected for interviews. For more information visit Strathcona County Library website: <https://sclibrary.ca>*

**Collection and use of personal information:** Personal information is being collected to determine your qualifications and suitability for employment with Strathcona County Library, as authorized by and managed in

accordance with section 4(c) of the Protection of Privacy Act (POPA). *If you have any questions about this notice, please contact our Privacy Officer at [privacy@sclibrary.ca](mailto:privacy@sclibrary.ca)*