

Position Title: Digital Communications Librarian, 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 **\$44.32 - 55.39** 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 experienced social media specialist who speaks fluent "library". You must be a fantastic communicator who loves finding creative ways to invite people of different ages and with different interests to discover and explore library programs, services and resources. Working closely with a variety of teams, you will develop and implement social media campaigns, design and deliver a regular series of eNewsletters, engage with and grow our digital audiences and track and report on the trends you find. You will be working in a dynamic and highly collaborative environment where you get to play a role in building some of our newest tools and services!

Duties and Responsibilities

- **Oversee the library's social media platforms:**
 - Work with your department team to draft communication and marketing strategies.
 - Lead a cross-library social media team to implement strategies and deliver engaging content.
 - Coordinate teamwork to address day-to-day social media communication needs and requests.
 - Track, assess and report on library account performance, issues and trends.
 - Monitor and respond to patron inquiries and feedback via social media accounts.

- **Publish regularly scheduled eNewsletters:**
 - Work with your department team to establish content plans, production cycles and calendars.
 - Lead a cross-library newsletter team to publish engaging content that supports the library's Plan of Service goals and communication and marketing strategies.
 - Collaborate to set up and train staff to use a new eNewsletter content manager.
 - Track, assess and report on eNewsletter performance, issues and trends.

- **Develop informative and engaging digital content.**

- Create or source graphics and design attractive layouts.
- Adapt materials to suit a variety of audiences, 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

- Masters Degree in Library & Information Studies
- Two years of related library experience including leadership functions
- Two years experience managing social media accounts for a mid-size or larger organization
- Training and experience in reference and virtual services

Required Experience, Knowledge and Skills

- Degree or diploma in Marketing, Communications, or a related field is highly desirable
- Experience with managing social media accounts in a non-profit organization is highly desirable
- Experience in a public library setting is highly desirable
- Team leadership skills and proven ability to both lead and to collaborate effectively as part of a team
- Professional knowledge of library philosophies, principles, roles, values and procedures
- Excellent, verbal, listening and written communication skills
- Strong analytical skills: ability to evaluate data, find trends, assess quality and make recommendations
- Strong understanding of digital communication and social media best practices
- Strong visual communication skills and experience creating engaging multimedia content
- Proficiency with digital content creation (e.g. graphic design, publication layout, photography, social media publishing, image editing, link shortening, QR code creation, video creation and editing, writing for digital environments) and tools (e.g., Canva, Adobe Creative Suite, Hootsuite, etc.)
- Detail-oriented with strong editing skills
- Understanding of how to develop communication strategies and detailed practical plans
- Ability to maintain currency and competence with new technologies and digital resources
- Ability to design and deliver training sessions for staff
- Ability to work both independently and collaboratively
- Excellent organizational, planning, time management and multi-tasking skills
- Self-motivated and committed to continual professional development and trend monitoring
- Able to work in a fast-paced environment where changing priorities require flexibility

Conditions of Employment

- Eligible to work in Canada

Application Deadline

Deadline: **9:00 AM on Wednesday, June 24th.**

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

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*