

HALTON HILLS PUBLIC LIBRARY

Imagination | Innovation | Opportunity

Marketing and Communications Specialist

Come join our team! We are looking for a candidate that shares our corporate mission to engage the residents of Halton Hills in exploring ideas, expressing creativity, and making connections.

Reporting to the Chief Librarian, the Marketing and Communications Specialist is committed to the planning, implementation and evaluation of the Library's public relations, outreach, and marketing activities, with the overall goals of raising the Library's profile in the community, developing a positive image of the Library, and increasing use of the Library.

This position oversees the Library's fundraising program, which includes supporting existing donors, developing relationships with potential donors, and organizing large-scale fundraising activities.

In addition, the Marketing and Communications Specialist would be an active contributor to the Town of Halton Hills' Corporate Communications Team, where the focus will be on public engagement, high profile corporate and departmental programs and issues management.

Accountabilities:

- Responsible for comprehensive marketing, communications, and fund-development plans for the Library
- Develops and recommends policies, methods, procedures and practices relating to marketing, communication and fund development; ensures that standards are maintained and consistently applied
- Oversees the production of messages that communicate the value of library programs, collections, and services to the public, including patron groups, partners, funders, donors, and external groups. Evaluates message effectiveness
- Informs and supports the development, design, and content of the library website and social media presence
- Oversees the timely and accurate production of the Library's newsletter
- Ensures that guidelines, design standards and branding are developed and applied correctly in all public communication tools across mediums
- Responsible for the marketing and promotion of programs and services in conjunction with appropriate manager and department input

ACTON BRANCH

17 River Street
Acton, ON L7J 1C2
905-873-2681 | 519-853-3110 (fax)

www.hhpl.on.ca
askus@haltonhills.ca

GEORGETOWN BRANCH

9 Church Street
Georgetown, ON L7G 2A3
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- Acts as the Library's media liaison; receives all media queries and arranges appropriate responses; prepares briefing notes; facilitates media interviews and events; prepares and coaches staff and Board for media interviews
- Writes and edits communications materials such as media releases, newsletters, speeches, and presentations
- Prepares and oversees graphic design elements of all collateral
- Plans and manages community engagement initiatives like special events, outreach, awards recognitions, and regional library awareness strategies
- Oversees the facilitation of and participates in the development of relationships with library prospects and donors including supporting, identifying, qualifying, cultivating, soliciting and stewarding these individuals and organizations
- Anticipates and understands stakeholder needs by planning for and implementing appropriate research and evaluation of library initiatives, in conjunction with Managers
- Acts as a resource to staff on marketing, communications and fund-development issues; provides direction on external communications & stakeholder relations
- Assists the Board's Advocacy Committee with the development of presentations in order to extend awareness of library services to community organizations
- Collaborates with the Managers to ensure the identification, planning and implementation of significant library events which are strategic to the organization such as system-wide public programs, official openings, and fundraising and special events
- Represents the library at a variety of community and civic activities, and through participation in library associations or consortia activities
- Builds awareness throughout the community of the library's role, and actively seeks opportunities to enhance the library's image and perception
- Co-ordinates and/or participates in Library and Town committees and undertakes special projects as requested
- Prepares reports regarding issues and activities relating to marketing, communications and fund development
- Collects and reports social media statistics

You possess:

- Completion of post-secondary education in Marketing, Communications, Public Relations, Fund Development, or other relevant discipline
- At least five (5) years' progressive experience in developing and implementing strategic corporate communications initiatives, preferably in a public library and/or government environment.
- Experience preparing marketing, communications, and/or fund development plans

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- Basic knowledge of current trends and issues impacting public libraries
- Knowledge of accessible online communication (AODA and WCAG 2.0)
- APR accreditation desirable
- Thorough knowledge of marketing and communications practices within a multi-stakeholder environment
- Demonstrated ability to manage traditional and new media
- Knowledge of contemporary graphic design principles and technologies
- Demonstrated ability to produce high-quality, visually-appealing marketing materials, both online and in print
- Experience with print production, including working with external vendors
- Knowledge and understanding of fundraising principles including sponsorships, donor recognition, and planned giving
- Advanced written and oral communication skills
- Strong commitment to customer service.
- Excellent interpersonal, communications, and diplomatic skills.
- Ability to research and analyze subject matter, identify issues and trends, and generate summaries and recommendations
- Ability to make presentations to large groups and to speak publicly through various forms of media.
- Ability to set goals, establish priorities, think creatively, implement new ideas, and manage change
- Ability to plan, organize, and effectively manage a considerable workload with multiple priorities and demands and produce results within restrictive timelines
- Ability to delegate responsibility and authority as appropriate
- Ability to remain calm, friendly and articulate in the face of adversity
- Ability to foster and maintain effective working relationships with other library staff and external contacts to meet library and departmental objectives
- Familiarity with relevant legislation, regulations and acts including copyright and CASL

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Compensation:

The salary range for this position is \$68,948 – \$82,082 per annum.

Qualified candidates may submit a detailed cover letter, resume, and **an original media release written in the past two years** in confidence to the Library by 4:30 p.m., August 21, 2018.

Please apply using only **one** method of application below.

Email: barb.elliott@haltonhills.ca (preferred)

Mail:

Attn: Barb Elliott, Executive Assistant
Halton Hills Public Library
9 Church Street
Georgetown, ON
L7G 2A3

We thank all those who apply, but advise that only those applicants selected for an interview will be contacted.

The Town of Halton Hills is an equal opportunity employer. Accommodations are available for all parts of the recruitment process. If contacted for an interview, please advise the Human Resources staff of any measures you feel you need to enable you to be assessed in a fair and equitable manner. Information received relating to accommodation measures will be addressed confidentially. Personal information is collected under the authority of the Municipal Act, 2001 (S.O. 2001, c.25) and will be used to select a candidate. Questions about this collection should be directed to the Manager of Human Resources.

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