

Marketing & Communications Specialist

John M. Harper Branch, Full-time Permanent, 35 hours/week

We are searching for an excellent communicator who has the ability to take information and transform it into messaging that represents the library's voice on multiple platforms. A public service and community minded individual who has the ability to collaborate in team settings. An extremely organized person who takes pride in staying on top of projects and deadlines.

Sound like you?

What you'll do:

Develop, execute and evaluate marketing content and materials for library services, events and offerings in both print and digital.

Utilize graphic design software to create materials that reflect branding standards.

Collaborate internally to curate information for marketing and outreach communications.

Front-line library customer service including reader's advisory, reference and circulation.

Acts as Person in Charge (PIC) regularly where responsible for decisions and resolving issues.

What we're looking for:

Exceptional and well-rounded communication and interpersonal skills

Excellent coordination and organization skills

Analytical thinker with ability to make informed decisions and demonstrate good judgement.

Ability to learn new technology quickly.
Experience with graphic design software and Google Analytics is an asset.

Minimum 2 year diploma preferably in graphic design, marketing, communications or other production field + 2 years of related experience.

Schedule will be Mondays 1 – 9, Tuesdays, Wednesdays and Thursdays 9 – 5, alternating Fridays and Saturdays 9:30 – 5:30. Schedules are subject to change.

The starting wage \$52,579 annually (level E). Benefits and OMERS pension provided. The ability to work at any library location is a requirement of this position.

To apply, please submit your cover letter and resume by **June 27, 2022** to jobs@wpl.ca.

The Waterloo Public Library welcomes applications from diverse backgrounds including Indigenous persons, Black persons, persons of colour, persons with disabilities, LGBTQ+ persons and others that will contribute to the broadening of our ideas and experiences. For persons with disabilities, accommodations will be available upon request for any aspect of the recruitment process.