



## **JOB DESCRIPTION – Library Assistant II MARKETING AND COMMUNICATIONS**

### **OBJECTIVE:**

Under the direction of the Library Director, the Library Assistant II - Marketing and Communications is responsible for the consultation with the Library Director and staff on communications strategies and projects; researches, develops, and coordinates implementation of marketing campaigns from concept development and writing materials, to design and dissemination of marketing collateral in various formats (print, web, social media, digital, video, etc.).

### **QUALIFICATIONS:**

1. High School Diploma and post-secondary education in a relevant field. An equal combination of training and experience will be considered.
2. Demonstrated knowledge of marketing principles and strategies
3. Demonstrated proficiency in web and print publishing software (eg. Microsoft Office, LibraryAware)
4. Demonstrated knowledge of the principles of graphic design, page layout and presentation concepts with strong visual and artistic design skills.
5. Experience with web content publishing including HTML, basic web page design, effective content flow and content creation for the web.
6. Demonstrated ability to take quality photos and videos and to use editing software for both.
7. Demonstrated ability to communicate effectively both orally and in writing.
8. Demonstrated ability in writing, editing, and proofreading a variety of media with a keen eye for detail.
9. Demonstrated ability to work independently and collaboratively, show initiative and creativity, and exercise good judgement.
10. A strong public service focus with an ability to take initiative and carry out projects to completion.
11. Experience in library work is an asset, preferably in a public library setting and with integrated library systems.

12. Demonstrated knowledge of MaRC coding, Dewey Decimal System and Library of Congress Classification System.
13. Ability to undertake moderate physical activities that may include bending, reaching and lifting moderate weight (40 lbs).
14. Valid Class 5 Driver's License

**SPECIFIC RESPONSIBILITIES:**

1. Participates in the development of strategic marketing and communications projects and initiatives.
2. Researches, writes, edits, and assists in the production of a variety of marketing and communications, directed at library users and non-users, including media releases, newsletters, annual reports, etc.
3. Works closely with the Library Assistant II - Programs and Outreach and other staff participating in program development to advertise library programs and services in print materials, posters, web, social media, newspapers, etc.
4. Leads implementation and ongoing management of social media platforms and digital displays.
5. Develops and updates content for publication to website and assists in improving functionality and navigation.
6. Takes photos and videos or uses photos and videos taken by others to support marketing initiatives.
7. Coordinates the distribution of library marketing and communications materials through print and media channels.
8. Edits and schedules NextReads newsletters.
9. Designs and creates monthly and other special Library News and Events newsletters with LibraryAware.

**PUBLIC SERVICE RESPONSIBILITIES:**

1. All of the duties of Library Assistant I – Circulation Assistant and Library Assistant II – Circulation Services as required;
2. Other duties as assigned.

APPROVED \_\_\_\_\_ DATE \_\_\_\_\_

REVIEWED \_\_\_\_\_