



## Communications and Marketing Coordinator

The Bradford West Gwillimbury Public Library is a community-focused, single branch Library serving a diverse population of 42,880. The community includes both urban and rural areas with much of the population centered in the town of Bradford, which is located on the fringe of the GTA and adjacent to the Holland Marsh. Easily accessible from Highways 400, 27 and 11, Bradford is a growing community, reflected in the increasing demand for library services.

The Library has an opening for a full-time Communications and Marketing Coordinator. Reporting to the Manager of Community Engagement, this position is responsible for planning, writing, producing and managing content for the Library marketing, branding, public relations, and communications both external and internal. We are seeking a Communications and Marketing Coordinator with the following essential abilities:

- Able to develop an annual marketing and communications strategy, aligned with the Strategic Plan
- Experienced with monitoring campaign effectiveness and applying market research
- Compelled by a process of continuous improvement
- Able to contribute in a collaborative work environment
- Keen to apply the principles of Diversity, Equity, and Inclusion to all aspects of your work
- Dedicated to providing excellent customer service to staff, community, and stakeholders
- Will support the mission, vision and values of Bradford West Gwillimbury Public Library
- Will comply with the Occupational Health and Safety Act and Regulations, and the Corporate Health & Safety Policy and related procedures
- Open to flexible scheduling as required by external demands
- Promotes a culture of inclusiveness and works with a diverse population of employees and the general public.

This position is anticipated to start September 26, 2022. Shifts and hours will vary, and may include evenings and weekends. This position offers a salary range of \$55,644 to \$69,555 (2022 rates) based on 35 hours per week, plus a competitive benefit package including OMERS pension plan.

### Qualifications:

- Post-secondary education in marketing, communications, public relations or equivalent.
- Background in public relations, community development, customer relations or similar field.
- Diploma or certificate in Graphic Design, Website development, Computer Technology or similar field.
- One to two years related work experience.
- Experience in public libraries an asset.
- Thorough working knowledge of Microsoft Windows and Office applications.
- Familiarity with web design and HTML, and a working knowledge of design software such as Adobe Photoshop.
- Experience with social media platforms such as Facebook, Instagram, TikTok.
- Excellent creative, organizational, communication, planning, public relations and interpersonal skills; excellent rapport with children, youth, and adults.





- Ability to deal courteously, effectively and tactfully with all levels of staff, the public, community groups, agencies/organizations, and all levels of government.
- Excellent written and verbal communication skills. Fluent in English (reading, writing, verbal), other language fluency considered an asset.
- Strong organizational skills with the ability to balance priorities and meet deadlines.
- Ability to work independently.
- Ability to cope with high levels of interruptions, exercise discretion and good judgement.
- Satisfactory Police Record/Vulnerable Sector Check.
- First Aid/CPR an asset
- Ability to work days, evenings, and weekends.
- Satisfactory Police Record Check.

A detailed Job Description for this position is available [here](#).

Interested candidates are invited to forward their resume and cover letter **as a single pdf document** by August 25th at 4:00 p.m. to:

**Elizabeth Campbell, Information Services Librarian**  
**Bradford West Gwillimbury Public Library**  
425 Holland St. W  
[careers@bradford.library.on.ca](mailto:careers@bradford.library.on.ca)

We thank all applicants for their interest; however, only those being considered for an interview will be contacted. In accordance with the Municipal Freedom of Information and Protection of Privacy Act, personal information is collected under the authority of the Municipal Act, and only be used for candidate selection.

The Bradford West Gwillimbury Public Library requires candidates to provide proof confirming receipt of the full series of a Covid-19 vaccine as a condition of hire in accordance with the Town's mandatory vaccination policy.

The Bradford West Gwillimbury Public Library is committed to equity in employment. As an equal opportunity employer, we are committed to establishing a qualified workforce that is reflective of the diverse population we serve. All candidates must be able to promote a culture of inclusiveness and work with a diverse population of employees and the general public. We encourage applications from Indigenous peoples, racialized people, persons with disabilities, and those who identify as 2SLGBTQ+.

The Bradford West Gwillimbury Public Library is committed to providing accommodations based on any human rights protected ground throughout the recruitment and selection process. If you require accommodation, please notify us when contacted for an interview and we will work with you to meet your needs.

