



**Guelph Public Library**

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## **Job Posting 25-03**

**Title: Marketing and Communications Coordinator**

**Department:** Communications

**Supervisor:** Supervisor of Communications

**Employee group:** Union (CUPE)

**Hourly rate: \$33.19 to \$40.76 per hour as per the collective agreement schedule**

**Hours: 35 hours per week (includes evenings and weekends)**

### **Job Summary:**

The Marketing and Communications Coordinator is responsible for external and internal marketing, media relations, community relations and communications for the Guelph Public Library.

All employees are required to:

- Promote the Guelph Public Library Mission Statement
- Provide exemplary customer service
- Cultivate a healthy and safe workplace

### **Duties:**

#### **A. Communications**

- Research, develop, implement and evaluate multi-faceted communication plans that promote the operational, day-to-day needs of GPL
- Promote GPL internally (i.e. Front of House Committee) and externally (i.e. community groups and events)
- Design and curate print and digital content suitable for library publications, reports and promotional materials including the websites fundraising events, direct mailing campaigns, displays and social media accounts in accordance with the Library's Brand Guidelines
- Leverage data, analytics and measurement to report on a marketing campaign's success, and use that information to inform communication planning

#### **B. Media Relations**

- Participate in media relation activities, including development of plans for new and traditional media, prepare news releases, facilitate media inquiries with identified GPL spokespeople
- Track earned media coverage for evaluation during communications planning
- Monitor media coverage for understanding of key community conversations and to assess the need for escalated issues management support

### **C. Community Relations**

- Work closely with the key leadership to help amplify programs and services supported through formal community partnership agreements

### **D. Other**

- Take photographs and short videos at events and programs, as needed
- Assist in designing, providing, evaluating and promoting library programs, events and displays
- Provide support to special projects, marketing plans and initiatives in a communications capacity.
- Assist in maintaining:
  - an inviting and orderly library environment,
  - Prompt and efficient customer service at all service desks
- Perform other duties

### **Reporting Relationship**

The Marketing and Communications Coordinator reports to the Supervisor of Communications.

### **Qualifications:**

#### **A. Education**

- A post-secondary, diploma or certificate in a relevant field of study (e.g. Public Relations, Journalism, Communications, Marketing or a related discipline)

#### **B. Experience**

- A minimum of two years' related work experience that includes communication, marketing and public relations
- Knowledge of communication theory, best practices and public relations code of ethics with experience developing, implementing and evaluating comprehensive public library or municipal communication plans

- Experience with media relations and familiarity with local and digital media

### **C. Skills**

- Strong organizational and public relations research skills
- Intermediate computer skills with Microsoft Office (Word, Excel, PowerPoint, Publisher and Outlook), Adobe products (Photoshop, Illustrator, Fireworks, InDesign), Hootsuite and Canva
- Demonstrated experience with standard office procedures and customer service techniques
- Experience in the design of consumer based social marketing campaigns
- Exceptional verbal and written communication skills in a variety of communication channels
- Knowledge and training of the Accessibility for Ontarians with a Disability Act (AODA) as it relates to best practices for web content, graphic design, social media and print and digital collateral

### **D. Other**

- An innovative, dynamic team player who leads by example and is action oriented
- Confidentiality, diplomacy and the ability to work accurately on a wide variety of projects.
- Ability to work well under pressure, accurately complete multiple assignments and function effectively in a high-volume workplace, with the ability to reprioritize as needed to support service outcomes
- Ability to work independently and co-operatively on a team
- Ability to perform light physical work, bend, reach and lift up to 25kg
- A change agent, able to successfully initiate and evaluate trends and services in a 21st century public library

**Pay rate:** As per the Collective Agreement

**Posting start date:** January 30, 2025

**Posting end date:** February 7, 2025, 5 pm EST

**Applications including a cover letter, resume and 2-3 work references should be submitted to:**

Carolyn Elston-Ryder  
Human Resources  
Guelph Public Library  
100 Norfolk St.  
Guelph ON N1H 4J6  
[celstonryder@guelphpl.ca](mailto:celstonryder@guelphpl.ca)

Please quote "Communications –COM 25-03" in subject line

Applicants are required to demonstrate in their application how their qualifications match those specified above. Assessments based on all of the objectives and qualifications listed above will be a part of the interview, written and/or practical test and reference checking.