



Job POSTING 24-50

Title: Supervisor of Communications
Department: Administration
Supervisor: Deputy CEO
Employee group: Non-Union
Pay Range: \$81,486 to 101,858 per annum

Hours: Full-time – may include some evenings and weekends

Job Summary:

The Supervisor of Communications is responsible for oversight of communications department for the Guelph Public Library. This position creates and implements communication and marketing strategies to achieve and enhance community library support.

All employees are required to:

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

Duties:

A. Marketing and Communication

- Create and execute marketing and communication strategies to support the library in achieving its strategic goals and promoting its services and products to the community
- Oversee the management of the library's brand and visual identity
- Develop and manage the library's internal and external communication strategy
- Create and implement the library communications plan, ensuring alignment with the strategic plan
- Conduct research, compile recommendations, generate reports, analyze statistics and formulate budget requirements essential for the coordination of marketing and communication activities across the entire library
- Consider changes, trends and regulatory requirements as applicable
- Oversee spending in relevant budget categories

- Stay up to date on emerging and future trends in marketing, social media and communications and leverage the power of social media to increase the library's social media presence
- Oversees content management systems relevant to communications.
- Offer guidance and counsel to management and staff on marketing and communication matters for internal and external partners
- In consultation with Executive team executive communication to ensure consistency of brand identity and message.
- Ensure compliance with AODA in consultation with key stakeholders.

B. Leadership and Effective Working Environment

- Supervises day to day operations of the communications department
- Provide clear guidance and foster alignment with strategic objectives and department goals to motivate staff through effective communication strategies, technical expertise and practical approaches
- Establish a collaborative team environment that nurtures effective working relationships and promotes high performance.
- Proactively address morale, cooperation, and productivity issues, acting as a positive change agent and participate in the performance management process creating development plans to enhance core competencies and personal effectiveness
- Provide support during the recruitment and training of staff
- Develop and promote a culture of learning within the library through work with direct report(s), and other staff

C. Communication and Customer Service

- Lead by example in the practice of excellent customer service and regularly monitor employee understanding and thoroughness in responding to both internal and external customer needs in consultation with Senior managers.
- Promote teamwork within each department and across the organization through leading and/or participating in project teams
- Communicate and provide support to key internal parties, including problem solving and troubleshooting support as needed
- Work collaboratively with external partners including consultants/advisors, municipal staff, technical support, government agencies and others as required

D. Health and Safety

- Promote and maintain the health and safety of self and others by ensuring a safe work environment, taking every precaution reasonable to ensure the safety and protection of self and others
- Ensure adherence to health and safety legislation

E. Other

- Collaborate as part of the library community to carry out tasks crucial for achieving efficient and effective library services
- Assist in planning and evaluation of GPL services (i.e. Task Forces and benchmarking best practices)
- Assist in the development of library policies and procedures
- Prepare reports and collect statistical data
- Participate in committees or associations and participate in library special events
- Assist in maintaining an inviting and orderly library environment
- Perform other duties

Qualifications:

A. Education

- Post-secondary degree or diploma with specialization in communications, public relations, marketing or a related field.

B. Experience

- Minimum of four (4) years' of demonstrated experience in communications or marketing field, including up to three (3) years' supervisory experience in a unionized environment.
- Working knowledge of existing and emerging trends related to marketing and communication.
- Knowledge of the Occupational Health & Safety Act.
- Expert knowledge of AODA in relation to communications and marketing.

C. Skills

- Creative and innovative thinker, with the ability to analyze and apply current trends in marketing, communication and social media.
- Strong oral and written communication abilities, along with a proven capacity to lead, motivate, influence, and collaborate effectively with a diverse range of internal and external partners.
- Knowledge of communication trends in various areas including libraries, government and fundraising is an asset.
- Strong understanding of social media and emerging trends
- Ability to demonstrate effective leadership and consistently provide excellent customer service throughout the library while executing marketing, corporate communication and brand awareness.
- High level of professionalism, strong ethics and confidentiality.
- Proficiency and knowledge of the use of computer software programs for the purposes of communicating, producing reports and presentations, including desktop publishing skills. Knowledge office software.
- Valid Ontario G Class Driver's License with access to a reliable vehicle.

D. Other

- Ability to assume responsibility for assigned areas of expertise and special projects.
- Demonstrated commitment to continuous learning and professional development in a library setting.
- Ability to work well in a team environment and be able to assist with multiple tasks.

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

Please quote "Supervisor of Communications 24-50" in subject line

Posting start date: July 30, 2024

Posting end date: August 21, 2024

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. Candidates will be asked to provide documentation of completion of qualifications and memberships in good standing.

The Guelph Public Library is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive workplace where employees feel welcome, valued and engaged. Our employment policies strictly prohibit all forms of discrimination on any of the grounds in relevant laws. All employment practices are solely based on individual merit, qualifications, and organization's needs at the time. In keeping with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act, we are committed to working with and providing reasonable accommodation for qualified individuals in our job application procedures. If you need an accommodation in order to participate in the hiring process, you may contact us to make your needs known in advance.