

Fort Saskatchewan Public Library Marketing & Communications Specialist



As a vital contributor to the Fort Saskatchewan Public Library team, the Marketing and Communications Specialist will play a pivotal role in elevating the library's visibility and engaging diverse audiences. As a non-profit organization, we are seeking a dynamic individual with a marketing background, poised to drive innovative strategies that attract diverse audiences, particularly those who have yet to experience the wealth of resources and opportunities our library offers. This position offers the flexibility of full-time or four-day work weeks, tailored to the ideal candidate's needs.

Key Responsibilities:

Marketing Planning and Execution

- Develop and execute dynamic marketing and communications plans to promote the Fort Saskatchewan Public Library's programs and services, with a focus on reaching new patrons and enhancing community engagement.
- Generate compelling content for various channels, including newsletters, social media platforms, the library website, and program guides effectively communicating the value and impact of library initiatives.
- Actively promote library programs and events through targeted marketing campaigns and promotional materials, utilizing creative strategies to attract diverse audiences.
- Monitor and manage the marketing budget, optimizing resources to achieve maximum impact and ROI.

Media and Community Relations

- Serve as the primary point of contact with local media outlets to amplify the library's presence in the community.
- Manage the library's digital presence, including website maintenance, social media content creation, and email communications, ensuring consistency in messaging and branding.

Digital Marketing

- Take initiative in identifying opportunities for collaboration and partnership development to expand the library's reach and impact within the community.
- Create engaging social media content that resonates with target audiences, driving increased interaction and participation in library activities.

Additional Duties and Responsibilities:

- Stay informed about emerging trends and best practices in marketing and communications, incorporating innovative approaches to enhance the library's outreach efforts.
- Collect and analyze data on audience engagement and campaign performance, leveraging insights to refine marketing strategies and improve effectiveness.
- Collaborate with library staff to identify opportunities for cross-promotion and integration of marketing initiatives into overall programming efforts.

Qualifications, Knowledge and Skills:

- Bachelor's degree or diploma in Marketing, Communications, Public Relations, or a related field or work experience in a marketing or communications role.
- Recent graduates are encouraged to apply.
- Excellent written and verbal communication skills, with a flair for crafting compelling messaging that resonates with diverse audiences.
- Strong organizational skills and the ability to work independently, managing multiple projects simultaneously and meeting deadlines.
- Proficiency in digital marketing tools and platforms, including social media management and email marketing software.
- Passion for community engagement and a desire to make a positive impact through strategic marketing initiatives.

Compensation and Benefits:

- Hourly rate of \$25.80 to \$29.28
- Option for either full-time or four-day work weeks
- Benefits through Alberta Blue Cross

Application Deadline: Friday May 3, 2024

Successful candidates will need to provide a Criminal Records Check and Driver's Abstract.

To apply, please submit a resume and cover letter detailing your interest in the position and highlighting relevant skills and experiences to careers@fspl.ca. Please indicate your preferred work schedule (full-time or four-day work week) in your application.

Tricia Wall, Library Director
Fort Saskatchewan Public Library
10011 102 Street
Fort Saskatchewan, AB T8L 2C5

Email: careers@fspl.ca
Tel: 780-998-4288

We thank all applicants for their interest, however, only those selected for interviews will be contacted.