



Job Posting

Richmond Hill Public Library is committed to enriching your connections, choices and community. It has four branches, with 59,000 registered members and over three million online and in-person uses. Members use 2.3M collection items annually, and 45,000 people attend its programs. As a 21st century Library we continue to adapt to change in various ways which includes empowering staff through teamwork, development and a celebration of curiosity.

Position: Specialist, Communications
Location: Central Library
Status: Full Time, Non-Union
35 hours per week, including evenings and weekends

Salary Range: \$66,917.62 - \$78,311.01 (2018 Salary Scale)

RESPONSIBILITIES AND DUTIES:

Reporting to the Communications Manager, the Communications Specialist will support the execution of the Library's marketing and communications strategy. Key responsibilities include:

- Promotes and sustains a customer-centered focus in marketing and communications services
- Designs, develops, delivers and evaluates strategic marketing and communications services and products, ensuring system-wide coordination
- Supports the Library's social media presence across a variety of platforms and coordinates relevant content
- Contributes to the Library's website, including writing, editing, updating and publishing content
- Supports Library multimedia projects and the creation of digital content through the use of photography and videography
- Promotes, develops and sustains relationships with media partners to enhance the Library's community profile and use of services
- Creates media advisories and releases
- Maintains corporate contact lists
- Delivers and sustains a variety of communications and marketing products that enhance services and the Library's role and identity in the community
- Develops designated Town and community partnerships
- Ensures branding consistency throughout all publications and graphics, both internal and external
- Coordinates designated Library events and displays, both in the Library and at external community events



- Actively seeks out opportunities for education and awareness initiatives in the community, and opportunities for positive media coverage
- Contributes to internal education programs, trains and assists staff in developing effective methods of communicating Library benefits to customers
- Creates presentations and represents the Library in the community as required
- Recommends and implements service enhancements
- Plans and implements projects
- Participates in designated teams and committees
- Stays abreast of professional and community knowledge, in order to enhance services and the Library's community role
- Compiles data and prepares reports as required
- Responsible for observing and following all established occupational health and safety procedures, to be aware of hazards in the workplace and preventative measures taken. Takes an active part in protecting oneself, fellow staff members and Library property by reporting all hazardous conditions and unsafe work procedures. Adheres to the Richmond Hill Public Library Health and Safety Policy and program
- Other duties consistent with responsibilities

QUALIFICATIONS/COMPETENCIES:

- Bachelor's degree in Communications, Public Relations, Journalism, Marketing or equivalent
- Minimum of three years relevant experience with a working knowledge of current professional communication and marketing techniques
- Demonstrated expertise in written and verbal communications. Presentation of a portfolio will be required.
- Demonstrated knowledge of current technologies, digital content creation, social media platforms, photography and videography
- Demonstrated knowledge of basic graphic design and photo/video editing through programs like Adobe Creative Cloud software
- Demonstrated project management and event management abilities
- Valid G-class License and access to a vehicle

WORKPLACE ENVIRONMENT

- Engages in a culture of teamwork, collaboration and technology
- Works to frequent deadlines in a fast-paced environment
- Works at any Library location or offsite as necessary
- Works 35 hours per week and other hours as required for meetings, business/social events and special projects. Weekend and evenings work is to be expected.



The Community

The Town of Richmond Hill is a community of over 200,000 people located north of Toronto. It is the 6th fastest growing municipality in Ontario, and is expected to increase by 30% in the next 10 years. Over half the population was born outside Canada, with ongoing and increasing diversity anticipated. It has the highest proportion of residents with post-graduate education in Canada, and the community tends to be young, family-oriented with a strong technology orientation; as such, residents value education and library services

Application Process

Interested candidates are asked to submit a resume and covering letter indicating how they meet the qualifications of this position **by 5:00 pm on January 26th, 2018** quoting posting **2018-01** to:

Human Resources
Email: rhpljobs@rhpl.ca
FAX: (905) 770-0312

ONLY THOSE SELECTED FOR AN INTERVIEW WILL BE CONTACTED.

The Library thanks all applicants for their interest, however, only those selected for an interview will be contacted. Personal information is collected under the authority of the Municipal Freedom of Information and Protection of Privacy Act, RSO 1990, for recruitment purposes. Questions about this collection of personal information should be directed to: Chief Executive Officer, Richmond Hill Public Library, 1 Atkinson Street, Richmond Hill, ON, L4C 0H5.

The Richmond Hill Public Library is pleased to accommodate individual needs in accordance with the Accessibility of Ontarians with Disabilities Act, 2005 (AODA), within our recruitment process. If you require accommodation at any time throughout the recruitment process, please contact Human Resources at rhpljobs@rhpl.ca.