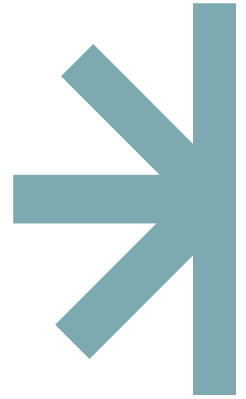




# Marketing & Communications - Library Service Associate (LSA)



## + Marketing & Communications LSA

LSAs are the first point of contact for library customers and are responsible for ensuring the best possible customer service. LSAs are knowledgeable about all NOTLPL programs and services in order to provide assistance at all stages of the customer visit.

The Marketing & Communications LSA is a master communicator responsible for marketing and promoting all library programming, services, and collections to the community. You are skilled in written and digital communication using various platforms such as social media and the library website. You are proficient in graphic design, basic video editing, web advertising and website updates and monitoring. You enjoy collaborating with co-workers and other community partners, and helping the public discover the library. Guided by the Library's Strategic Plan, you work to fulfil the library's mission to bring people together, foster creativity and encourage lifelong learning.

## + Essential Job Functions

### Marketing & Promotions

- Develop, monitor, and maintain the library's social media sites and accounts.
- Develop and produce promotional material communicating the range and value of Library services, collections, and programs, via the Library's social media channels, website, and in-house displays.
- Design, develop and create engaging digital promotional content and communications including, but not limited to, written messaging, videos, and graphics (using smartphone, DSLR camera, apps, graphic design, and video editing software) to use on the library's social media platforms and for sharing with external partners.
- Craft, innovate and produce physical promotional content and communications including, but not limited to, presentations, newsletters, support materials for events, bookmarks, and brochures/pamphlets, to distribute to the public in collaboration with the Community Engagement Coordinator.
- Keep informed of advances and current trends in marketing, technology, internet, and social media and make related recommendations for their applications in keeping with the NOTLPL's strategic goals and objectives.
- Support online, in person and hybrid special events, from registration and promotion to staging and post-event evaluation.

- Attend programming and special events, and other community events, capturing content for reporting in the library newsletter and website.
- Create and develop initiatives and campaigns to engage followers on the library's social media channels and attract new audiences and sponsors.
- Lead initiatives to secure community sponsors and donations, enhancing event resources and expanding program offerings.

### **Customer Service**

- Welcome customers entering the library and proactively serve them at the point of need, assist them through each stage of their library visit.
- Deliver front-line services by assisting customers with catalogue searches, readers' advisory, local history, program and library card registration, materials circulation, customer account issues, and library technology including public computers, photocopiers, self-checkout, and eresources.
- Promote library membership to potential customers and promote library collections, programs, and services to all library customers.
- Contribute to the creation of a welcoming and aesthetically pleasing community space by maintaining high standards of library cleanliness and organization.
- Refer customer feedback and observation of customer trends to the Library Manager and C.E.O.
- Refer customers to appropriate staff members as necessary.

### **General Duties**

- Assist with opening and closing procedures.
- Collect fees and lost item fines.
- Supervise student pages in the absence of the Library Manager.
- Other duties as assigned by Library Manager and/or Library C.E.O.

## **+ Education and Experience**

- Diploma in Design, Marketing, Communications, Graphics Design or related field.
- Minimum two years of customer service experience.
- Demonstrated hands-on experience with photo editing and creating graphics for print and digital applications.
- Experience in marketing/design/production related field preferred.
- Understanding and appreciation of the philosophy of public service to all, in accordance with human rights legislation and the principles of equity and access in the delivery of library service.
- Demonstrated ability to interact positively and build relationships with customers in a way that meets their unique needs, regardless of their age, background, or ability level.
- Ability to follow instructions and carry out duties in an independent manner.
- Excellent writing, communication and interpersonal skills.
- Ability to function as an effective member of a team.

## **+ Compensation and Benefits**

- \$29.10 per hour
- Eligible to join OMERS pension plan.

## + Working Conditions

| Working Conditions | Details                                  |
|--------------------|--|
| Hours of work      | 20 hours a week plus 1 in 4 weekends.    |
| Schedule           | Includes evenings and weekends.          |
| Position Type      | 6 months (with possibility of extension) |
| Supervisor         | Library Manager                          |
| Start Date         | May 2024                                 |

## + Applications

- Send a cover letter and resume to [notlplcareers@gmail.com](mailto:notlplcareers@gmail.com) by Friday 19th April 2024 @ 11.59 pm.
- We value diversity and inclusion. We welcome applicants from all backgrounds, embracing the unique perspectives they bring to our team.
- Only those selected for interviews will be contacted.