

Job name:	Marketing Assistant	Classification:	Library Clerk II
Reports to:	Communication and Engagement Lead	Supervises:	N/A
	6 Month Term Position	Position Type:	Part-time

SUMMARY

Under the supervision of the

CEO/Chief Librarian and the Communication & Engagement Lead, the Marketing Assistant will be responsible for assisting in building, disseminating and measuring the success of targeted marketing and communication strategies that promote South Shore Public Libraries programs, events, initiatives, and services.

A. PRIMARY RESPONSIBILITIES

- Assist the Communication & Engagement Lead with conceiving and execution of creative marketing activities
- Develop/design an email newsletter/campaign system
- Monitor, evaluate and assist in content creation for social media accounts
- Shoot, edit, and upload digital photo and video content and create an organized media bank
- Assist with graphic design projects and marketing materials
- Assist in the development and evaluation of signature events
- Proactively promote library programs and initiatives
- Identify and evaluate marketing trends and key opportunities
- Prepare reports and statistics as required
- Ensure that the library is a safe, welcoming, and inclusive space by:
 - Taking personal responsibility for tidying and maintaining the library
 - Reporting Occupational Health & Safety concerns and facility maintenance issues
 - Treating everyone with empathy, equity, and respect
- Adhere to all policies and procedures established by the Library Board and management
- Participate in training activities
- Participate in annual goal-setting and performance review
- Perform other duties as required

B. QUALIFICATIONS:

Education & Experience:

- Graduate or currently enrolled in Marketing, Communications, Media or related field or equivalent experience
- Current certification in First Aid or willingness to become certified in first year of employment

Requirements:

- Excellent interpersonal and communication skills
- Excellent computer knowledge and skills
- Proficient in MS Office and Canva graphic design suite

- Knowledge of WordPress or other website content management system
- Experience in shooting, editing, exporting and uploading digital photo and video content
- Experience writing for email marketing and using scheduling tools
- Experience with writing, developing and monitoring social media content
- Familiarity with Google Ads, Analytics
- Ability to work evening and weekend shifts as scheduled
- Ability to adapt to changing needs and deal tactfully with staff and public
- Reliable access to transportation to all library service points

Assets:

- Customer service experience, in particular in public libraries
- Second language proficiency

D. WORKING CONDITIONS

- Rapidly changing, customer-driven environment with frequent interruptions
- Occasionally stressful when serving the public: may be exposed to conflict and/or emotionally-charged situations

E. ESSENTIAL LIBRARY CORE COMPETENCIES

Core Technology

- Uses e-mail to communicate effectively and organize information
- Understands, uses and helps others use basic computer hardware and peripherals, mobile devices, and the Internet;
- Evaluates information sources critically
- Understands common security protocols related to Internet use;
- Understands and performs basic functions and tasks of common software programs;
- Performs basic word processing operations and basic printing operations from common applications;
- Maintains awareness of commonly used technologies and applies technology effectively for ongoing learning and collaboration.

Core Personal/Interpersonal Competencies

- Develops and maintains effective relationships with others to achieve common goals;
- Applies effective strategies to manage organizational politics, conflict and difficult co-worker behaviors;
- Applies customer service skills to enhance the level of user satisfaction;
- Applies effective techniques to address difficult situations with users;
- Understands and acts in accordance with the basic values and ethics of library service;
- Aligns efforts with the vision and direction of the organization;
- Demonstrates leadership qualities and behavior;
- Anticipates and adapts to change and challenges effectively.

Cultural Competence

- Sees the value of cultural, ethnic, gender, and other individual differences in people;
- Values different points of view and checks views against the views of others;

- Supports fair treatment and equal opportunity for all;
- Listens to and objectively considers the ideas/input of others and respects the talents and contributions of all individuals;
- Strives to eliminate barriers to diversity; ensures that new barriers to diversity are not built.

Accountability

- Accepts personal responsibility for and meets established standards for the quality, quantity, resource management, and timeliness of work.
- Maintains a positive attitude, regular attendance, punctuality, and demonstrates integrity and honesty.
- Acknowledges and corrects mistakes.

Civility

- Demonstrates respect for others, open-mindedness, generosity of spirit, and a concern for the common good.

Communication

- Communicates in a clear and concise way both verbally and in writing.
- Demonstrates the ability to convey ideas, thoughts, issues, and information.

Learning and Innovation

- Manages the development of one's own learning and ongoing improvement of skills and knowledge that contribute to increased effectiveness, proficiency, and service;
- Demonstrates critical thinking and problem-solving abilities.

Teamwork

- Values and cooperates with all team members.
- Promotes a friendly climate, good morale and cooperative team relationships. adaptability / flexibility

Send cover letter and resume formatted as a .pdf to info@ssplibraries.ca by 4 pm, January 22, 2025