

JOB DESCRIPTION

PROGRAMS AND COMMUNITY ENGAGEMENT CO-ORDINATOR

DEPARTMENT: Programming and Marketing	REPORTS TO: Programming and Marketing Manager
CLASSIFICATION: Library Services Assistant II	DIRECT REPORTS: None

JOB SUMMARY

Plans and executes library programming for the community digitally and in person; create programs aligned with the strategic plan and based on community interests; assist in promotions and marketing of library activities; identify and establish technological infrastructure for virtual programming development.

PRIMARY RESPONSIBILITIES

Programming	Plans, develops, and executes library programming, presentations, workshops and participatory experiences for patrons and community members digitally and in person.
Outreach	Represents the library's interests with community groups and organizations. Pursues opportunities in the community to achieve the library's strategic vision and goals. Works with external stakeholders and community projects that align with the organization's mandate with respect to community development and patron service. Develops content and delivers programs in the community. Uses outreach opportunities to engage patrons in library services. Participates in community events to promote the library to the community
Marketing	Executes marketing campaigns relevant to the library's strategic direction. Updates relevant areas of the website and social media platforms including content development as required. Evaluates new web-based trends, including mobile applications, and determines feasibility for library purposes and make recommendations of their implementation.
Communication	Assist department manager in all promotional activities as required. Collaborate with the Programming and Communication department to develop a marketing strategy and follow timelines and deliverables.

EDUCATION AND TRAINING

Relevant Postsecondary Degree or Diploma. Bilingual-English, French. Proficient with Microsoft Office Suite. Proficient with social media. Possess a valid driver's license.	Stays current with technological advances and emerging technologies. Continuous self-learning.
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EXPERIENCE REQUIREMENTS

Two years of experience with online/digital resources, preferably in a library setting. Design and delivery of technology training programs. Satisfactory Vulnerable Sector Check prior to hire.	Experience with content creation for websites, social media, bulletin board and web-based applications. Assist the Programs and Communications Manager in promoting and marketing all library events.
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SKILLS AND ABILITIES

Excellent communication skills. Strong inter-personal skills. Presentation and Collaboration skills.	Cultivate relationships with community members to gain feedback and develop partnerships.
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PHYSICAL REQUIREMENTS

Computer and keyboard usage Lifting library materials or equipment for off-site programming.	Frequent sitting, standing. Able to work flexible hours.
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ABIDES BY THE CORE COMPETENCIES OF THE ORGANIZATION

1. Organizational Commitment	Ability and willingness to align behaviours with the needs, priorities and goals of the organization.
2. Patron and Public Service Champion	Provides consistent superior service, ensures patron needs are recognized and served.
3. Commitment to Learning	Recognizes the importance of continuous learning and seeking new learning opportunities to improve skill level and performance.
4. Strategic Orientation	Develops plans and objectives. Prioritizes work in accordance with the organization's set strategies, objectives and goals.
5. Innovation	Questions existing methods, improves processes and recommends new perspectives and solutions.
6. Flexible /Adaptable	Reacts to and adjusts positively to change. Works effectively in a variety of situations.
7. Community Perspective	Keeps abreast of important trends that impact the organization in a community context. Understands the role of the library in a community environment.
8. Teamwork/Cooperation	Achieves common objectives by sustaining positive feelings and collaborative relationships.

Employee Statement of Understanding

I have read and understand the job description for my position. I am able to perform all the essential functions for this position and agree to comply with all the policies and standards of conduct. As an employee, I will strive to uphold the mission, vision and core competencies of the library to sustain our long term success.

Name: _____

Date: _____

Signature: _____

Revised February 2023