



JOB DESCRIPTION

COMMUNICATIONS COORDINATOR

POSITION SYNOPSIS AND PURPOSE

Under the direction of the CEO/Chief Librarian, the Communications Coordinator develops and implements strategies which increase the community's awareness of and engagement with library services and programs. This position communicates information to internal and external audiences and is responsible for providing administrative support to library staff.

MAJOR RESPONSIBILITIES

Description	Approx. Time Spent (%)
Marketing <ul style="list-style-type: none">• Creates a marketing strategy for the library that aligns with the Strategic Plan.• Develops and maintains a consistent marketing standard, brand, and image for the library.• Develops measurable objectives to review and evaluate the success of marketing plan, library services/programs.• Compiles and analyzes daily, weekly, or monthly marketing performance reports across multiple channels.• Explores and supports the implementation of analytics and data tracking best practices.• Designs, creates, and distributes promotional materials regarding library services, including press releases in collaboration with staff.• Conducts market research and analyzes demographic data to support the creation of new promotions to reach target audiences.• Plans and oversees budget related to marketing/community relations.• Manages/monitors all social media accounts, develops web content with input from staff.• Remains aware of and engaged in relevant trends and community interests, ensuring that library promotions are current and responsive to patron needs.• Assists in the creation of policies related to marketing.• Identifies and recommends new channels and digital tools to improve the library's marketing efforts.• Applies AODA principles to all communication and marketing efforts.	40%
Communications and Community Relations <ul style="list-style-type: none">• Creates and implements customer feedback initiatives and provides recommendations, as appropriate.• Initiates and nurtures relationships with local media organizations.	20%

<ul style="list-style-type: none"> • Represents library at community meetings and events to seek communication and partnership opportunities. • Directs, updates, and coordinates internal marketing communications, such as previously published internal documents, the Branch Manual, and coordinated displays across all branches. Coordinates with other staff in planning, developing, and maintaining orderly patterns of interdepartmental efforts. • Provides written and verbal reports on both routine and special projects, including monthly and annual reports. • Manages, reviews, and delegates Readers' Advisory work/tasks. • Works with the Friends of the library to promote their activities. • Works with the Public Services Manager and CEO to facilitate and coordinate internal communications to and between all staff. 	
<p>Administration</p> <ul style="list-style-type: none"> • Provides support for financial, personnel and administrative functions for library administrative office and branches. • In collaboration with Admin team colleagues, schedules branch staff. • Coordinates supplies ordering and distribution. • Prepares invoices, credit card reconciliations, petty cash, timesheets, and staff expense sheets and forwards to County Finance Department for processing. • Collects statistical information in collaboration with the Technology + Systems Coordinator. • Assists with organizing online and in-person staff training. • Acts as Recording Secretary for Haliburton County Library Board and as Confidential Assistant for the CEO. • With guidance from the CEO, creates and publishes agendas and minutes for the Library Board. • Tracks ILLO stamp inventory and creates purchase requests, as required. • Circulates Interlibrary Loan materials (ILLO) including receiving and processing materials, shipping via mail and monitoring the ILLO email and interlibrary loan software. • Prepares, circulates, and monitors materials from specialized collections, book club sets, and library magazines. • Works collaboratively with Admin Team colleagues to address and resolve issues and concerns. • In collaboration with the Collections + Circulation Manager, responds to inquiries and service requests related to Centre for Equitable Library Access (CELA) materials. • Assists in creating a cohesive, high quality customer service experience across all branches, with input from the Public Services Manager and the Library CEO. • Performs additional duties and undertakes special projects, including participation in library committees and working groups. • Other duties, as assigned 	<p>40%</p>

*Note: All activities are expected to be performed in a safe manner, in accordance with the Occupational Health and Safety Act and its Regulations, along with Corporate Safety policies, procedures and programs.

DECISION MAKING AND INDEPENDENCE

- a) Examples of the types of decisions that are made or issues/situations that are dealt with on a regular basis and how judgement is used to resolve them:**
1. Identifying the target audience(s) for a new program or service and determining the most effective methods to promote to that audience.
 2. Deciding how often to post content to various social media platforms and writing appropriate copy using the library's brand voice.
- b) Examples of situation or problems that are referred to the supervisor for direction or resolution:**
1. Purchasing new software to aid in promotion development or internal/external communications.
 2. Consulting with Library CEO to determine strategic messaging for the library, particularly before interviews with local media on potentially controversial topics.

REQUIRED TRAINING

- Orientation which includes (all employees)
 - All Corporate Policies/Procedures
 - WHMIS GHS Training
 - Respect in the Workplace
 - MOL Worker H & S Training
 - AODA
- Additional training required
 - Standard First Aid

MINIMUM QUALIFICATIONS

- a) Education (degree/diploma/certifications)**
- Post-secondary education or courses in marketing or communications.
- b) Experience**
- Minimum of one year of related experience, preferably in a public library environment.
- c) Knowledge/Skill/Ability**
- **Communication Skills:** Communication is a key competency for this position and superior skills are required. Writes and speaks effectively. States own opinions clearly, concisely, tactfully, and explains the reasoning behind the opinion. Maintains confidential communications. Able to synthesize information and concisely communicate to respective audiences. Communications are respectful and inclusive. Actively listens to the communications of others and respects individual communication styles. Communications demonstrate high level of professionalism.
 - Must display a commitment to customer service excellence for patrons of all abilities, including those with specialized needs, and an ability to manage difficult patron interactions with a calm and patient demeanor.

- Must be a self-starter and an independent worker with a high level of comfort in organizational decision-making. Proactively identifies problems and recommends solutions.
- Demonstrated experience in implementing innovative communication, website and social media strategies.
- Experience creating graphics, including use of image and video editing software and a keen eye for design and detail.
- Experience developing and managing the production of marketing materials.
- Successful experience working in cross-functional and collaborative teams.
- Ability to maintain effective working relationships at all levels.
- Proficiency in the use of Microsoft Office suite of products, including Outlook, Word, Excel, PowerPoint, Teams.
- Proficiency in ILS, MS Office, Canva, BiblioCommons Product Suite (or other discovery layer services), and a range of social media platforms.
- Capacity to learn and integrate new technologies and platforms quickly and efficiently.

PREFERRED QUALIFICATIONS (asset)

- Post-secondary diploma or degree in Marketing or Communications (or equivalent higher education).
- A Library Technician diploma or Master of Library and Information Studies degree or equivalent.
- At least three years of customer service experience.
- Experience with Adobe Creative Suite, Library Aware and HTML editing.

WORK SETTING

CONTACTS

Frequency Legend
Constant – every day for most of day
Frequent – daily
Regular – weekly
Occasional – bi-weekly to monthly

Contact	Frequency	Nature of Interaction
CEO/County Librarian	Frequent	To exchange information and receive direction
Branch Staff	Frequent	To exchange information
Administrative Staff	Frequent	To exchange information and collaborate on projects
Local media	Regular	To promote the library
Public	Frequent	To provide service
Community organizations and County staff	Regular	To exchange information, attend meetings, and build partnership opportunities

WORK CONDITIONS/PHYSICAL/MENTAL EFFORT

Frequency Legend
Constant – every day for most of day
Frequent – daily
Regular – weekly
Occasional – bi-weekly to monthly

1. Hours of Work

Normal: 4 days per week, 8:30am to 4:30pm	<input checked="" type="checkbox"/>
Evenings/Weekends	<input checked="" type="checkbox"/>
On-Call	<input type="checkbox"/>
Over-time (How often? Expand below)	<input type="checkbox"/>

Examples:

- Normal hours of work between 8:30am – 4:30pm, four days per week, including alternate Saturday shifts.
- Some evening work may occasionally be required for library and community events.

2. Work Environment

	Constant	Frequent	Regular	Occasional	Percentage
Indoors	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	95%
Outdoors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	5%
					=100%

Attend internal/external meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	10%
Time spent travelling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	5%
Frequency of interruptions	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	-
Interaction with irate/aggressive clients/customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	-

Examples:

- May need to travel or work outdoors to represent the library at community events
- Will need to handle patron complaints, primarily over the phone, and frequent interruptions by library staff and patrons.

3. Hazards

	Constant	Frequent	Regular	Occasional
Noise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Fumes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dirt, Dust	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Hazardous chemicals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disagreeable weather conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Examples:

- Noise from working in an open office environment
- Dirt/dust from working with grubby library materials and book donations

4. Physical Requirements

	Constant	Frequent	Regular	Occasional
Operating and/or maintaining vehicles and equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Standing	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Sitting	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Walking	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Climbing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Requirement to lift objects (25lbs)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pushing and/or pulling objects to complete tasks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
PPE worn on a regular basis (list type):				
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Types of tools used (list type):				
• Computer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Vehicle				

Examples:

- Will need to drive occasionally to work at different branches, attend training/meetings, and represent the library at community events

5. Mental Requirements

	Constant	Frequent	Regular	Occasional
Requires awareness of surroundings	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visual effort required on a concentrated basis	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Requirement to listen attentively	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Examples:

- Visual effort required to work on a computer for most of the workday.
- Requirement to listen attentively to ensure clear interactions with library staff, patrons, and the media to reduce miscommunication.

POSITION CLASSIFICATION

Position Title: Communications Coordinator

Department: Library

Work Location: Haliburton County Public Library

Reports to (Direct): CEO/Chief Librarian

Position(s) Supervised Directly: N/A

Position(s) Supervised Indirectly: N/A

Effective Date: May 2022

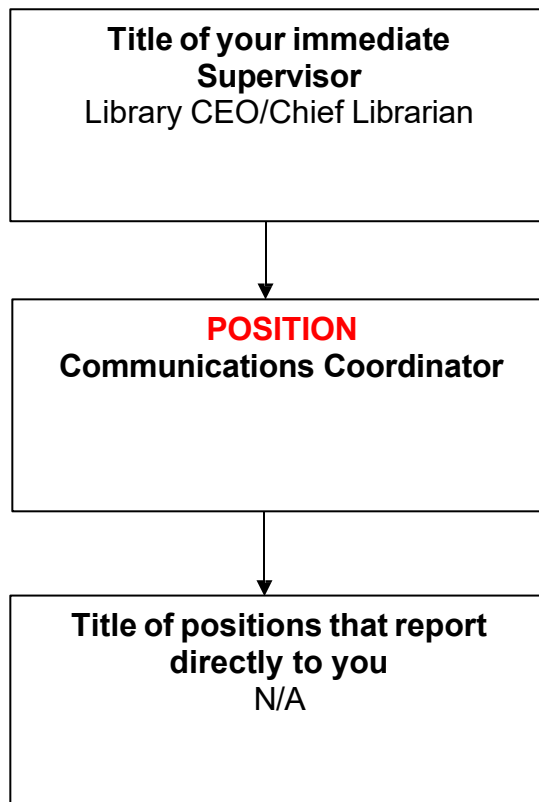
Revision Date: June 2024

Salary Range: \$31.05 - \$36.32/hr

Hours Per Week: 28

ORGANIZATIONAL CHART

List the reporting relationship of this position to others within the immediate department.



Note: The foregoing is intended to outline the general description of duties and responsibilities for this position. It is not intended nor should it be interpreted as a complete, inclusive description.

Updated June 2024