



Employment Opportunity Programming and Outreach Assistant

Description

The Lincoln Public Library is seeking a creative, enthusiastic and community-minded individual to join its team as a Programming and Outreach Assistant. This position requires strong communications, programming and marketing skills.

Qualifications

Educational

Relevant Postsecondary Degree or Diploma in Marketing, Event Planning or Communications
and / or Library Techniques Diploma
and / or EXCEL or APPL graduate

Experience

Minimum one-year applicable experience, preferably in a public library setting

Competencies

Excellent written and verbal communication skills
Proficient with social media
Proven design skills
Proficient with Microsoft Office Suite
Ability to work in a team environment

Responsibilities

Programming and Outreach

- Designs and creates content for library event publications, newsletter, newspaper columns, signage, social media, display areas and electronic messaging boards.
- Coordinates the distribution of all marketing materials, brochures, advertisements publicity, newspaper articles and library displays
- Develops, delivers and coordinates adult/senior program offerings and special events system-wide, ensuring all programs are audience-appropriate, engaging and innovative
- Represents the Library and engages the community at offsite events
- Develops relationships with community partners

Communications and Marketing

- Increases awareness of all library services through the creation and delivery of traditional and digital marketing and publicity strategies
- Maintains and modifies the Library website to ensure it remains relevant and effective
- Monitors and updates the Library various social media channels, engaging online audiences
- Initiates and nurtures relationships with relevant media organizations
- Designs and creates content for library event publications, newsletters, newspaper columns, signage, social media, display areas and electronic messaging boards in conjunction with other programmers and the Deputy CEO.
- Coordinates the distribution of all marketing materials including brochures, advertisements, newspaper articles

Circulation and Readers' Advisory Services

- Provides readers advisory and assists library users in accessing the library's print and electronic resources
- Performs regular circulation duties including, but not limited to: the checking in and out of all library materials, the registering and updating of library user membership records, the collecting of overdue fines and other related library fees, the placing of reserves on requested materials, preparing reserve materials for distribution, answering telephone calls and ensuring that public use equipment is operational

Hours of Work

25 hours per week including evenings, Saturdays and Sundays

For more information or to apply, contact:

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905-563-1810 (fax)
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Please submit a cover letter and resume. Late submissions will not be considered.

Deadline for applications: November 24, 2017

For more information on the library, visit the website: www.lincoln.library.on.ca