



Rideau Lakes Public Library Job Description

Title: Promotion and Resource Coordinator

Reports to: CEO

Supervisor: Manager of Library Service Delivery

Hours per week: 24

Pay range: \$24.78- \$30.51 in 2022, 2023 salary range pending

Includes Employee Benefits and OMERS Pension Plan

POSITION SUMMARY

The Promotion and Resource Coordinator handles all aspects of promotion of the library's brand and services as well as the effective and efficient delivery of resources to the public and throughout the library system. The Coordinator also provides customer service and coordinates library volunteers, including acting as a liaison with the Friends of the Rideau Lakes Public Library.

QUALIFICATIONS

- Relevant undergraduate degree or approved equivalent combination of education and experience; public library experience and Library Technician diploma are assets
- 3 years of proven excellence in customer service
- 2 years plus library desk experience prioritized
- Comprehensive knowledge and implementation of marketing, websites and social media
- Experience with computers and automated systems, library software
- Graphic design skills and knowledge of Canva application
- Aptitude for organization with attention to detail and accuracy; maintains confidentiality
- Displays excellent interpersonal and team-oriented workplace skills
- Experience in volunteer based organizations or coordinating volunteers an asset.

RESPONSIBILITIES

Social Media, Website, and Advertising

- Promotes the library's resources and services to staff, community partners, and the public through printed materials, promotional items, website updates and social media platforms.
- Tracks social media and website statistics and delivers reports to the CEO.
- Advises on currency, advantages, and disadvantages of evolving social media platforms.

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Promotion, tourism, and community partnerships

- Coordinates with Manager of Programs and Community Outreach and Technical Support Coordinator to promote events and programs as well as promotion of collections, community partnerships, and special projects.
- Manages library merchandise, promotion, inventory and sales.
- Manages room and event booking software and joint services (example garbage bag tag sales) with the municipality, the Township of Rideau Lakes.
- Coordinates tourism print materials to the branches and online updates.
- Coordinates advertising and promotion in local media and with the municipality.

Customer service and resource delivery

- Participates in front-line customer service by actively working shifts on the library service desks.
- Maintains the info@rlpl.ca account and responds to customer requests.
- Coordinates Interlibrary loan service.
- Coordinates book club materials and events for book clubs.
- Manages the DVD collection and alternative collections such as CELA and the Large Print Pool.
- Homebound service coordination.

Volunteers and Events

- Supervises and coordinates volunteers in connection with Managers and CEO.
- Delivers onboarding of volunteers and arranges volunteer appreciation week events and recognition.
- Liaise with Friends of the Rideau Lakes Public Library.

Special projects

- Provides input on the library's virtual, social and in-library marketing space design.
- Attendance at library community events and programs as required.
- Performs other duties as required.

WORKING CONDITIONS

- General office working conditions, with the possibility of some remote work.
- Interaction with the general public.
- Flexible hours per week; day and evening service shifts as scheduled.
- Position requires lifting – 15lbs.

To apply, please email Vicki Stevenson at vicki@rlpl.ca before 5:00 p.m. on Friday November 25, 2022.

The Rideau Lakes Public Library is an equal opportunity employer committed to diversity and inclusion. We encourage qualified applicants to apply and will accommodate the needs to qualify applicants under the Human Rights Code in all parts of the hiring process. Alternative formats of this document are available upon request. Please call 613-359-5334 to request an alternate format.

Thank you for your interest in this position. Please note that we will only contact those candidates chosen for an interview.

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