

Job Opportunity Marketing and Communications Coordinator Up to 20-Month Contract Position



Position Summary:

Reporting to the CEO/Chief Librarian, the Marketing and Communications Coordinator plays a vital role in advancing the mission and visibility of the Grimsby Public Library. This position is responsible for developing and executing strategic communications that promote the Library's programs, services, and impact in the community.

This role manages the Library's digital presence, including social media, website content, email newsletters, and online campaigns, and creates engaging print and digital promotional materials. The Coordinator also plays a key role in supporting the Library's fund development efforts, contributing to donor outreach, campaign promotion, and community partnerships.

The ideal candidate is a creative and strategic communicator with experience in marketing, content creation, graphic design, and community engagement. As a collaborative team member, the Marketing and Communications Coordinator will work closely with staff, community partners, and stakeholders to position the Library as a dynamic, inclusive, and essential community hub, and promote the Library's events and services across various platforms to reach diverse audiences.

Scope of Duties:

Marketing, Communications, and Digital Engagement (35%)

- Maintain and enhance the Library's website, including content creation, content management, and minor website development tasks.
- Manage and monitor the Library's social media accounts, ensuring timely, relevant, and engaging content across platforms.
- Develop and produce promotional materials that communicate the value and variety of the Library's services, collections, and programs through digital platforms, the Library's website, and in-library displays.
- Create engaging digital content including written posts, graphics, and videos using tools such as smartphones, DSLR cameras, design apps, and video editing software, for use on social media and with external partners.
- Design and produce physical promotional materials such as presentations, newsletters, event support documents, bookmarks, and brochures for public distribution.
- Stay current on trends and innovations in marketing, technology, and digital engagement, and recommend new tools and approaches aligned with the Library's strategic goals.

- Attend and document Library and community events to gather content for newsletters, reports, and online promotion.
- Develop creative marketing campaigns and initiatives to increase social media engagement, expand audiences, and attract sponsors.

Website and Social Media (30%)

- Develops, coordinates and executes library's social media strategy while adhering to the Library's Social Media Policy.
- Maintains and enhances Library website; including content creation, content management and website development.
- Develops, monitors and regularly maintains the Library's social media sites and accounts including twitter, YouTube, Facebook, Instagram, and Wordpress
- Maintains statistics for Social Media channels and prepares marketing reports by analyzing and summarizing social media statistics.
- Creates and develops initiatives and campaigns to engage followers on social media channels to attract new audiences and sponsors.
- Keeps informed of advances and current trends in social media and marketing in order to make recommendations for improvements in applications in keeping with the library strategic goals and objectives.

Fund Development (20%)

- Develop and implement a comprehensive fund development plan to support the Library's goals.
- Establish and maintain policies and procedures related to fundraising and donor stewardship.
- Cultivate, manage, and grow relationships with individual donors, corporate sponsors, and community partners.
- Support all stages of the donor lifecycle from identification to stewardship.

Public Services (15%)

- Provide high-quality customer service at the public service desk, including circulation, reference, and readers' advisory services.
- Support and guide patrons in the use of the Library's catalogue, digital resources, and databases.
- Monitor and respond to patron engagement and inquiries on the Library's social media channels in a timely and professional manner.
- Offer basic IT support to patrons, including assistance with Internet access, the Media Lab, and public workstations.
- Address and resolve customer concerns or complaints with professionalism and courtesy.
- Perform other duties as assigned.

Other

- Work in a safe manner in accordance with the Occupational Health and Safety Act, associated regulations, other application legislation, Public Library Policies, procedures and guidelines.
- Attending, presenting at Library conferences when appropriate.
- Travel for library events and programs outside of the library.
- Other related duties, as assigned.

Education

- Post-secondary Library and Information Technician diploma, Fund Development, Marketing and/or Communications diploma, or other relevant discipline.

License, Registration and Training

- Vulnerable Sector Check (level 3)
- Valid Driver's license

Experience

- Minimum of one year of directly related experience, preferably in a public library or marketing-based setting.
- Customer service experience.
- Demonstrated experience in marketing, communications, and fund development.

Skills/Knowledge/Abilities

- Exceptional oral and written communication skills with the ability to tailor messages for a variety of audiences in a professional and welcoming manner.
- Strong communications and marketing knowledge including:
 - Proficiency with web tools and design software (WordPress, Canva, Adobe Creative Suite).
 - Understanding of web development and content management systems, including HTML and CSS.
 - Familiarity with social media best practices for libraries and organizations (Facebook, Instagram, YouTube, blogs).
 - Proficient in Microsoft Office applications.
- Excellent organizational, analytical, and project management skills.
- Solid understanding of fundraising principles, including sponsorships, donor recognition, and planned giving.
- Understanding of emerging trends, tools, and technologies in libraries, marketing, communications, and fundraising.
- Strong commitment to providing outstanding customer service.
- Adaptable and flexible in a changing work environment; demonstrates curiosity, initiative, and resilience.

- Knowledge of applicable legislation and regulations such as copyright laws and Canada's Anti-Spam Legislation (CASL).
- Passionate about and aligned with the Grimsby Public Library's mission, vision, and values.

Why Work with Us?

At the Grimsby Public Library, we believe in enriching lives, connecting community, and inspiring discovery. We value creativity, innovation, and community spirit. As the Marketing and Communications Coordinator, you will be part of a supportive, collaborative team where your ideas and talents will make a real impact.

Hours of Work: 35 hours per two-week period, including evenings and Saturdays
Position Type: Contract (Up to 20 months)
Salary: \$54,165-\$65,900 per annum (Town of Grimsby Grade 6, 2025 rates)

Terms of Appointment:

Position to start: October 15, 2025 – May 29, 2027 (subject to change)

To Apply:

Interested applicants should submit a resume and cover letter by 5 PM on Friday, August 29, 2025, to:

Ashleigh Whipp, CEO/Chief Librarian
 Grimsby Public Library
 18 Carnegie Lane,
 Grimsby, ON L3M 1Y1
 Email: awhipp@grimsbylibrary.ca

Grimsby Public Library is committed to promoting the independence, dignity, integration, and equality of opportunity of persons with disabilities by ensuring the accessibility of our facilities and services. Accommodations are available for all parts of the recruitment and selection process. Applicants need to make their required accommodations known in advance. ***We thank all applicants for their interest; however, only those being considered for an interview will be contacted***