

**Welland Public Library
Job Description**

TITLE: Information Associate – Community Engagement

UNIT: Programming and Outreach

REPORTS TO: Manager of Programming and Outreach

PURPOSE OF POSITION

Reporting directly to the Manager of Programming and Outreach, the Information Associate – Community Engagement is responsible for creating promotional materials, updating social media/website, and assisting in outreach, community relations and fundraising activities.

DUTIES AND RESPONSIBILITIES

1. Create and design promotional materials including flyers, posters, and other promotional and information items used to enhance the image of the Library and support the library's strategic objectives.
2. Assist in library's outreach activities, events and fundraising campaigns.
3. Develop and produce messages that communicate the range and value of Library services using both traditional and non-traditional media.
4. Assist with the planning and implementation of in-library displays and signage as well as displays for use at community events or meetings.
5. Represent the library at community events.
6. Update and maintain the library's website and social media tools and ensure that news and program content is kept up-to-date; maintain all calendars of events.
7. Book internal and external exhibits for display cases, ensuring cases are in use at all times.
8. Assist with the organization and coordination of activities and communications related to special events such as Ontario Public Library Week, book awards, reading and literacy events.
9. Provide feedback on the successes and failures of implemented event and initiatives and assist in the development of improvements and resolutions.

10. Follow safe work practices and procedures in support Welland Public Library's Health and Safety policy.
11. Perform other related duties as assigned.

REQUIRED SKILLS AND QUALIFICATIONS

- Post-secondary diploma in marketing/public relations, communications or journalism or diploma in Library Techniques.
- Two years experience working in Marketing and Communications in a public library or similar setting
- Demonstrated experience in public relations, marketing and promotion.
- Demonstrated experience with social media platforms and their respective participants; and how they can be deployed.
- Demonstrated experience in web design and content management
- Proficiency in word processing and familiarity with Power Point and desktop publishing software.
- Strong written and verbal skills and time management skills
- Public library experience preferred or experience with non-profit organizations would be helpful.
- Ability to maintain strictly confidential information
- Ability to work independently and to display initiative, and good judgement
- Friendly and courteous manner in dealing with the public, staff and board members
- Ability to work evening and weekends as required.

WORK ENVIRONMENT

The work environment is indoors, in a comfortable library setting, and involves everyday risks which require normal safety precautions typical of such places as offices, meeting rooms and libraries. Hazards are considered minor and controllable, but may include exposure to human error and angry/hostile patrons. Noise level is usually moderate. Work is performed amid normal conditions of dust, odours, fumes and noises.

PHYSICAL STRESSES

Work involves prolonged sitting or standing, as well as light physical effort including lifting, carrying, reaching, stooping, pulling and pushing activities, manual dexterity, and repetitive movements. Clear speech as well as visual and hearing acuity must be used on a daily basis. Continuous viewing of a computer screen with attention to detail or small print occurs daily for short periods of time while in office or assisting patrons with computer searches.