



JOB POSTING

Head of Marketing Services

The Medicine Hat Public Library seeks an energetic and motivated individual to become our new Head of Marketing Services. Under the direction of the Chief Librarian, the successful candidate will be responsible for marketing, communications, and public relations. They will also help us to connect to customers through our physical space layout, retail display, and building signage. As a member of our administration team, they will contribute to general management of the Library.

Duties include:

- Promotes the Library and its services and programs through print, electronic, and other means
- Maintains and renews a consistent marketing standard, brand, and images
- Effectively communicates with library users, staff, Board, stakeholders, donors and the community
- Connects with community, builds relationships, develops partnerships and sponsorships
- Connects with media via news releases, blog posts, newsletters, press invitations, radio and TV interviews, etc.
- Creates and updates print and online materials including social media campaigns, brochures, booklets, pamphlets, posters, bookmarks, newsletters, blog posts, advertisements, etc.
- Administers marketing budget
- Assists in design and layout of physical spaces, collection display and building signage; maintains merchandise collection
- Assists in podcast development and website maintenance
- Recommends and drafts policies, procedures, and budgets related to marketing, communications, and fund development
- Assists in developing, coordinating, and executing fundraising initiatives, including grant writing
- Assists in planning public events
- Trains and assists staff in social media and other electronic materials
- Develops surveys and other tools to assess community needs and evaluate library service delivery
- Serves as weekend on call manager in rotation with other managers

Qualifications

- Degree or diploma in a marketing/communications related discipline
- Demonstrated proficiency in graphic design and marketing/communication
- Minimum five years' professional experience in a marketing/communications role preferred
- Knowledge of public libraries and/or not-for-profit organizations
- Outstanding verbal and written communication skills and interpersonal skills
- Self-starter who can develop and lead a marketing program
- Competency in Microsoft Office applications, Google Suite, Adobe Creative Suite (Photoshop, InDesign, Illustrator), and in the use of social media platforms including Facebook, Twitter, Instagram, TikTok, and YouTube

If you are excited about the good things libraries offer, if you have the skills to help connect us to the community and our customers, and if you are an energetic multitasker who is up for a challenge, we would love to hear from you.

How to apply

Qualified applicants are invited to send their resume and cover letter to mhploffice@shortgrass.ca. Applications will be received until October 16, 2022 or until a suitable candidate has been found.