



## **About Brampton Library**

Working collaboratively with a team of 200+ staff overall, your unique skills and experience complement our future-forward approach to public library service. The work Brampton Library does is at the heart of Canada's ninth largest and second fastest growing city.

With a median age of just 34.7, Brampton is a young, modern city with a well-developed economic base. Exciting and multicultural, people from around the world have come here to live, work and play. Representing more than 170 different cultures and speaking more than 70 languages, Brampton residents deeply value and respond to our free library services and programs. Together we are inspiring connections, in our branches and beyond.

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|------------------------|--------------------------------------|
| <b>Position Title:</b> | Marketing & Communications Assistant |
| <b>Location:</b>       | Brampton, Ontario                    |
| <b>Job Type:</b>       | Regular, Full-time                   |
| <b>Job Term:</b>       | Permanent                            |
| <b>Job ID:</b>         | 08-2021                              |
| <b>Posting Status:</b> | Open                                 |
| <b>Closing Date:</b>   | July 18, 2021                        |

### **POSITION SUMMARY**

Reporting to the Manager, Marketing and Communications, this position has expertise in the areas of digital marketing, campaign tracking, website development and maintenance, and graphic design. This position provides support and related assistance in developing and deploying Brampton Library's marketing and communications channels and works directly on program and service promotion, events, and community outreach.

### **Key Qualifications**

- University degree or college diploma in marketing communications, or equivalent, or currently enrolled in a related post-secondary program.
- Experienced in website design, development, and responsiveness; campaign tracking, Google Analytics, social media analytics, search engine optimization (SEO) practices, tools, and tracking, and other marketing measurement tools.
- Proficient in Adobe InDesign, Microsoft Office, and the Google suite of applications.
- Excellent written and verbal communication skills.
- Effective and skilled at working independently and as part of a team
- This position requires frequent travel, visiting multiple branch locations based on operational requirements, schedules and projects during the week, including evenings and weekends.

### **Other Assets:**

- Exceptional interpersonal skills.
- Ability to multi-task and work effectively in a deadline driven environment.
- An advocate for the public library's role in building community, inspiring connections, and furthering accessibility options for all.

## **Major Responsibilities**

- Provides assistance to the Marketing & Communications Manager, Coordinator and Digital Strategies Librarian and supports creation, testing and maintenance of our digital marketing channels
- Provides subject matter expertise in digital marketing
- Monitors accessibility compliance and perform checks with accessibility tools on digital and print assets including the Brampton Library public website to maintain compliance as required per the Accessibility for Ontarians with Disabilities Act (AODA)
- Uses Google Analytics, UTMS, geofencing, and other measurement tools to prepare evidence-based reports of marketing effectiveness, reach, and return on investment
- Supports and works directly on the design and creation of marketing materials for digital and print applications
- Assists and works independently in all types of direct and remote marketing outreach
- Maintains marketing assets and image files and manages contact lists for email marketing. Populates external databases with Brampton Library content
- Performs other duties as assigned

## **HOW TO APPLY**

- All interested candidates are asked to submit a resume and cover letter indicating how they meet the qualifications to [careers@bramlib.on.ca](mailto:careers@bramlib.on.ca) quoting job **posting #08-2021**.
- All offers of employment for this position will be conditional as per a Criminal Record and Judicial Matters Check as required for Brampton Library.
- Must be legally eligible to work in Canada and, where applicable, must have a valid work permit that allows the candidate to fulfill the requirements of the role.
- At Brampton Library, we encourage applications from all qualified individuals, and value a diverse workforce.
- The Human Resources team would like to thank all individuals for applying; however, only selected applicants will be contacted to participate in the interview process. Due to volume, receipt of applications will not be acknowledged. No phone calls or agencies please.

The Brampton Library is an Equal Opportunity Employer. We are committed to inclusive barrier-free recruitment and selection processes and work environments. In accordance with the Accessibility for Ontarians with Disabilities Act, 2005; the Brampton Library will provide accommodations throughout the recruitment and selection process to applicants with disabilities. If selected to participate in the recruitment process, please inform Human Resources staff of the nature of any accommodation(s) that you may require. Any information received relating to accommodation measures will be addressed confidentially.