

Freedom to Discover

JOB TITLE:	Senior Communications Officer
PAY BAND:	Grade F - \$33.846 - \$39.819 hourly
LOCATION:	Communications Department travel to conduct library business may be required.
SCHEDULE:	35 hours per week; may cover up to two (2) nights per week; may include Saturday and Sundays as required.
START DATE:	As soon as possible for a period up to 13 months due to a leave

JOB SUMMARY:

Reporting to the Manager, Communications, the Senior Communications Officer takes a lead role in media relations; provides support in the areas of strategic communications, public relations, marketing and advertising. The Senior Communications Officer has oversight as required in terms of writing support to the department, as well as staff (back up) and one or two co-op students from time to time. The position promotes the Hamilton Public Library (HPL) and its services and increases public awareness of the Library in the community by leveraging both internal and external communications. The Senior Communications Officer develops and implements targeted communications strategies, and provide expertise to organization, as well as leads a number of development-wide communications functions, including the intranet/website related to communication. As a communications professional, the Senior Communications Officer will interact with other key departments to ensure that communications strategies system wide are properly integrated, and consistent with branding standards, key messages, and communication philosophy and media relations policies.

JOB DUTIES:

Within the structure of the team and under the direction of the Manager of Communications, the Senior Communications Officer will work in collaboration with other department staff to develop, support, manage, and evaluate communications strategies that describe the impact HPL’s mission and vision has on our community.

On behalf of the team, the Senior Communications Officer provides direction to branch/central staff in terms of other writing, design, photography, printing contractors, and web designers involved in the production of communication materials for the public, donors, and prospects.

The Senior Communications Officer provides functional direction to:

- coordination and review of staff submissions and oversees Communications Officer, volunteers and external agencies/contractors on specific project basis as required
- Digital Technology staff related to the website
- contract design/photography/printing staff companies
- general framework and environment

The Senior Communications Officer will provide advice and guidance (in conjunction with the Manager) related to the communications activities in a highly collaborative environment with the managers, directors, and staff of the Library in regards to marketing and communication.

This leadership role will include overall strategy development, creative development of communication materials (letters, cultivation pieces, stewardship materials, donor reports, event invitations, solicitation pieces, etc.), overall management of a communications critical path across the system, adherence to graphics and writing standards, web content strategy, and evaluation of the effectiveness of various communication strategies. The quality, accuracy, branding, content, creativity, and timing of these communication materials must be supervised system-wide.

The Senior Communications Officer will work within the Communications Department, and requires co-ordinated project management with all departments, in the development of a number of specialized communication materials and plans (e.g. annual report to stakeholders).

Planning/developing communications within the department involves a variety of challenges:

- developing communications within budget, with fairly constrained human and financial resources
- accountability for accuracy in fiscal and other reporting
- accountability for accuracy of facts and information regarding expenditures, etc.
- ensuring that HPL messages are effectively communicated in all forms of communication
- ensuring that all communications follow HPL's philosophy and branding standards
- staying knowledgeable about changing policies (i.e., privacy legislation, tax changes) and how to communicate that information
- diplomacy in dealing with donors, volunteers, and individuals at all levels during planning, development, and approval processes for communications
- ensuring communication pieces are written in the proper voice (i.e., Chief; volunteer co-chairs, etc.)

- flexibility and diplomacy in handling conflict/crisis situations with contractors/vendors (e.g., re-orders needed due to errors)
- overlapping meetings and multiple deadlines coinciding with various event and program schedules, which results in a fluctuating and challenging workload that requires flexibility and the ability to set priorities
- a high degree of autonomy and ability to take initiative

Statistical Data

The Senior Communications Officer is responsible for:

- Content, development, and maintenance of the department web pages
- Management and production of report to stakeholders, What's Happening
- Invitations, publicity, and stewardship materials for events
- Correspondence on behalf of HPL as required, including thank-you letters, renewal correspondence, etc.
- Development of electronic newsletter two or three times a year
- Creation of compelling stewardship videos for current donors, two or three per year
- Assists in monitoring communication budget and expenditures with the Manager of Partnerships and Communications.

Specific Accountabilities

- Supervises, trains and assigns work of Communication Officer, Library Page and volunteers; prepares schedules using established guidelines, maintains timekeeping records and forwards both for approval
- Ensures that HPL's branding standards, messaging, and style guidelines are consistent in all print and web communications related to communications
- Oversees the content (print/ electronic) of any publications pertaining to the Library and its services; media relations; special events. Directs the implementation of dynamic, responsive, innovative and cost-effective publications and promotional activities which anticipate customer needs, facilitate access to and promote the Library's services, collections, programs and facilities
- Responsible for overseeing the content, development, and ongoing maintenance of department web pages, including the development of specialized web pages for targeted events
- Develop, implement, and evaluate marketing/communication strategies, correspondence, print publications, advertisements, publicity, and website content for various communication and marketing needs
- Researches and drafts media releases, advisories and materials upon request
- Responsible for accuracy of print and web communications

- Main point of contact for inquiries regarding communications/reporting/marketing
- Oversees development of invitations, publicity, advertising, news releases, and other promotion for events (in collaboration with the office of the Chief Librarian)
- Writes and/or edits recognition, thank-you, and fundraising letters from the Chief Librarian, other senior officers of HPL
- Develops professional print pieces for all departments
- Accountable for the control of expenditures for all communication projects including soliciting quotes, cost analysis, reconciling invoices, and ongoing project tracking
- Responsible for co-ordinating HPL's social media efforts, including researching trends, staying up-to-date with the latest tools and platforms, making recommendations, and spearheading initiatives
- Develop video content for web collaborating with colleagues as needed
- Represents the department on committees internal and external as required
- Maintains records such as staff training and departmental account records
- Resolves or refers complaints; explains policies and procedures
- Writes, updates and evaluates manuals and procedures; forwards for approval. Writes reports; completes questionnaires; composes correspondence; compiles statistics
- Performs customer service functions; inputs and retrieves data
- Loads and unloads materials as required for events
- Performs preventive maintenance on equipment; contacts service personnel as required
- Performs other duties as assigned which are directly related to the responsibilities of the job

MINIMUM QUALIFICATIONS:

Proven knowledge of the theories and practices of communications and marketing usually acquired through formal education or an equivalent combination of education and work experience in Public Relations, Political Science, Journalism or a related discipline

Educational Requirements:

3 year Diploma in Public Relations from an accredited College

Experience:

Previous experience in communications/marketing environments planning communications campaigns creating and editing documents and other communications, overseeing design, development and production building

strategic relationships within and outside organizations and using Social Media platforms

Excellent working knowledge and experience of computer applications including word processing, spreadsheet and presentation software, online databases, Internet browsers, software applications for website creation and maintenance, information sharing technology and digitized information

Supervisory experience with the ability to organize the workflow of self and others and oversee work contracted to external agencies

Competencies:

Demonstrates skill in communicating, presenting information, writing, consulting and active listening [COMMUNICATION]

Demonstrates ability to communicate effectively using a variety of platforms including print, Internet and Social Media platforms [JOB-SPECIFIC COMPETENCY/COMMUNICATION]

Displays a strong commitment to service excellence, understands service objectives, recognizes diverse customer and work group needs and provides excellent customer service [CUSTOMER SERVICE FOCUS]

Has a strong understanding of advertising and marketing communications strategies and tactics [Job Specific - Marketing]

Analyzes and evaluates situations and issues, recognizes problems, anticipates consequences and develops and presents appropriate courses of action [JUDGEMENT]

Displays a commitment to continuous learning in order to remain current with the library's policies and procedures, relevant legislation, trends, best practices, new technologies and related general and job-specific knowledge [KNOWLEDGE]

Demonstrates proficiency in communications and marketing disciplines including issues management, communication planning and implementation, advertising, media relations, community relations, event co-ordination and promotion and internal communications. [JOB-SPECIFIC COMPETENCY/KNOWLEDGE]

Effectively relates to and engages others in the achievement of objectives, advocates for the role and mission of the library within the community and demonstrates team leadership, credibility, flexibility and good humour in a working environment characterized by change [LEADERSHIP]

Manages resources effectively through all stages of project planning and implementation [PROJECT MANAGEMENT]

Prioritizes activities and works effectively independently, as part of a team and leading others; sets and achieves or surpasses goals [RESULTS ORIENTATION]

Physical Requirements:

Physical ability and stamina to operate relevant equipment, to retrieve materials and to perform tasks involving the lifting and movement of library materials and equipment

Legislative Requirements:

Works in accordance with all applicable Ontario Public Library, Privacy, Occupational Health and Safety, Employment Standards, Human Rights, Labour Relations and Pay Equity legislation and all other relevant legislation

Organizational Requirements:

Adheres to policy and procedures identified in the Hamilton Public Library Manuals

Please visit www.hpl.ca and proceed to employment opportunities to apply through City of Hamilton recruiting site

Please apply on or before September 25, 2019

Terms

The Hamilton Public Library is an equal opportunity employer that is committed to inclusive, barrier-free recruitment and selection processes. If contacted for an employment opportunity, please advise Human Resources if you require accommodation.

The incumbent shall comply with all Health and Safety Policies and Practices for this position and the workplace.

It is the responsibility of applicants to provide qualifications, licenses and related experience relevant to the qualifications outlined on their application for this competition and ensure that their application is received by the closing date or they may not be considered. On the basis of the criteria set out above, this posting is open to qualified applicants.

By submitting a resume, you are declaring the statements made by you are true, complete and correct to the best of your knowledge. You understand that any falsification of statements, misrepresentations, deliberate omission or concealment of information may be considered just cause for dismissal.

We invite you to visit our website to obtain further information on a career at Hamilton Public Library. All applications are appreciated; only those selected for an interview will be contacted.