

Freedom to Belong and Discover

Please send application to recruit@hpl.ca by 11:59 PM on Friday, February 27, 2026. Please quote job title, department or location, and position number.

JOB TITLE:	Summer Marketing Assistant
Salary:	\$20.72 Hourly
POSITION STATUS:	12 Weeks - Temporary, Full Time
VACANCY STATUS:	New Position
POSITION #:	SMA2026
LOCATION:	Central (Occasional travel to other branches, community events and Bookmobile stops may be required)
PERIOD:	May 11, 2026 to July 31, 2026
SCHEDULE:	35 hours per week, evenings and weekends may be required

JOB SUMMARY:

Under the direction of the Manager, Communications or designated Senior Communications Officer, the Assistant contributes to ideation, planning, marketing and promoting programs, services and collections to the community; provides outreach in the community and keeps appropriate statistics.

The Summer Marketing Assistant will gain practical, hands-on experience in public sector marketing while helping to raise awareness of library offerings for all Hamilton residents.

JOB DUTIES:

Campaign Support

- Assists in creating, implementing and measuring marketing campaigns for key summer initiatives, including Summer Reading Club and special events.

- Captures photos, short videos and testimonials at library events and branches (with consent).
- Helps coordinate digital and print collateral for community outreach.

Content Creation and Promotion

- Assists in ideation, writing, editing, and scheduling engaging social media and web content for HPL communications channels.
- Creates and adapts basic graphics and promotional materials using approved templates/tools and under the guidance of Communications Staff.
- Supports website updates and assist in drafting promotional descriptions.

Analytics and Reporting

- Tracks and updates engagement metrics (e.g., reach, impressions, interactions) for digital platforms.
- Supports preparation of midsummer and final marketing summaries.
- Organizes and archives digital assets in accordance with HPL standards.

Collaboration and Administration

- Works collaboratively with Communications Department and Branch Staff to align promotions.
- Assists with content calendars, file organization, and documentation.
- Ensures all work complies with HPL's brand, accessibility (AODA), and inclusion standards.

MINIMUM QUALIFICATIONS:

Educational Requirements:

Senior high school (completion of grade 11 or 12), college and university students will be considered

Secondary, college and university students who are enrolled in marketing, communication, media, digital media, public relations or related fields (16 to 30 years of age).

Applicants must have been enrolled full-time in the semester preceding the summer position and intend to return to school for the fall semester as a full-time student.

Mobility Requirements:

The ability to travel within the city; access to reliable transportation is required. If the candidate is using a personal vehicle, a valid driver's license and proof of insurance are required.

Experience:

Graphic design tools (e.g., Adobe Creative Cloud, Photoshop) are an asset

Photography and/or videography experience is an asset

Tracking digital metrics or analytics is an asset

COMPETENCIES/KNOWLEDGE/SKILLS:

Ability to work both independently and as part of a team. [RESULTS ORIENTATION]

Excellent interpersonal and problem-solving skills. [JUDGEMENT]

Strong written, verbal and oral communication skills, organizational skills, and attention to detail. [COMMUNICATION]

High level of comfort and experience with computer applications, including working knowledge of word processing, spreadsheet and presentation software, online databases, Internet browsers, information sharing and communication technology. [TECHNICAL SKILLS/QUALITY OF WORK]

Familiarity with social media platforms and basic digital content creation for web, social and display screens. [KNOWLEDGE]

LEGISLATIVE REQUIREMENTS:

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

ORGANIZATIONAL REQUIREMENTS:

A Criminal Record and Judicial Matters Check is required

Adheres to policy and legislation identified in the Hamilton Public Library Policy and Procedures Manuals.

HPL employees and users of HPL cloud-based applications are required to use Multi-Factor Authentication (MFA) as an essential measure to enhance the protection of HPL's technology assets. MFA augments technological security by requiring two steps for full authentication. Employees who do not have a Library-provided cellphone are expected

to use their personal cellphone or internet connected device to satisfy the MFA requirement consistent with HPL policies and procedures.

Please be aware the selection process may involve any of interviews, test, and presentations or any combination thereof. Please note that Artificial Intelligence (AI) may be used during the initial screening and recruitment process to assess and/or select candidates for recruitment and selection.

Applicants who are successful for a position will have a maximum of 72 hours to accept or decline an offer, barring unforeseen circumstances to be evaluated on a case-by-case basis, from the date of offer (excluding Sunday and Statutory Holidays).

HOW TO APPLY:

- Please submit your application to recruit@hpl.ca or drop off your resume at the location
- Candidates proceeding to the formal interview process will also be required to submit a minimum of three (3) references
- Submission of references also stands as consent to obtain reference checks, personal or background checks and personnel file information as the Hamilton Public Library may require in connection with your employment.
We respect the confidentiality of applicants and check references near the final stages of the selection process.
- It is understood that the various checks referred are for employment purposes only and you agree that you will not hold any party liable for the information given or received
- By submitting a resume, you are declaring that the information contained is true and complete to your knowledge. You understand that a false statement may disqualify you from employment or cause your dismissal.
- We thank all applicants who apply, however only applicants considered for interviews will be contacted.

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 if you require accommodation.