



Human Resources

In January of 2015, the Calgary Public Library launched an exciting and ambitious strategic plan that will re-imagine library services for Calgarians today and into the future.

The new Calgary Public Library represents unlimited possibilities and inspires people of all ages to wonder, seek, discover, and share. Calgary's 18 (and growing) community libraries are community hubs that ignite learning, discussion, invention, and action and this is accomplished through the Library's commitment to:

- *be a vital part of strengthening neighbourhoods in a growing city*
- *bring the library into more people's lives by removing barriers and increasing access to information in all its forms*
- *focus on services that make a difference*
- *develop innovative and collaborative partnerships with our community to leverage collective knowledge and expertise*
- *build welcoming, inclusive and dynamic library spaces and places within the heart of our communities.*

To achieve our vision, Calgary Public Library is seeking leaders with ideas, energy, passion and commitment who can help us make a difference in the lives of Calgarians and take public library services to a new level of excellence.

SENIOR COMMUNICATIONS OFFICER **(PERMANENT FULL TIME)**

Reporting to the Director, Communications this leadership position will manage multiple projects, as well as build and maintain relationships with internal and external stakeholders. Experience with media relations and a strong understanding of marketing strategy and reporting is essential. This collaborative and innovative team environment requires candidates to be self-starters with a positive attitude that can be champions for change and innovation.

The successful candidate will have at least five years of experience researching, planning, resourcing, implementing, and evaluating a wide range of media relations, marketing, internal communications, and corporate communications activities in order to support the Calgary Public Library. Proven leadership abilities, as well as demonstrated knowledge and understanding of marketing and communications principles are essential.

Candidate Profile

- Bachelor level University degree in marketing, public relations, or in another directly related field
- Proven record of excellence of five years' directly-related experience including project management experience
- Demonstrated experience negotiating project deadlines
- Advanced skills in applicable computer technologies and advanced technological literacy
- Excellent skills in communication, problem solving and decision-making skills
- Demonstrated leadership skills
- The ability to work occasional evenings and weekends is required

Key Accountabilities

- Interacts with internal clients to develop internally- and externally-focused marketing and communications projects. Work includes scoping out projects, developing plans and timelines, managing project budgets, creating and overseeing the creation of products, ensuring effective client/department communication, and evaluating results.
- Supervises project work teams as assigned by the department lead
- Co-ordinates and directs the work of external suppliers and consultants on a project basis
- Initiates and maintains communication with client department representatives, and project leaders
- Produces a wide variety of communications materials in support of Library priorities, goals, and activities
- Works closely with the Director, Communications to establish work plans and deadlines for the department
- Ensures that all Library communications are on brand, and champions the Library brand with internal clients
- Manages Library special projects as assigned, such as work on the new Central Library
- Ensures an effective cost/time/benefit balance across the entire suite of Library communications activities
- Maintains contact with representatives of the media to facilitate the placement of Library stories and assist the Director, Communications in responding to media inquiries
- Maintains a strong understanding of all traditional and new media communications vehicles and their appropriate application
- Participates in activities that support and enhance the accomplishment of system goals and objectives, as assigned
- Works positively and productively with other staff
- Other related duties

Benefits

- Extended Health and Dental Benefits
- Participation in the Local Authorities Pension Plan (LAPP)
- Life Insurance
- Employee Family Assistance Program (EFAP)
- The opportunity to contribute to an award-winning library system, grow professionally and make a positive difference in the lives of Calgarians

How to Apply

If **Senior Communications Officer** sounds like the next chapter in your career story, take this opportunity to make a real contribution to one of Canada's leading public library systems. Send a cover letter outlining how you meet the requirements of the position, a resume, and the names of three references to:

work@calgarylibrary.ca

Be sure to quote competition number "**Job Posting #26**" in the subject line of your e-mail.

The closing date for this competition is December 19, 2017.

We thank all who apply but only those selected for an interview will be contacted. Any personal information submitted will be managed in accordance with the Freedom of Information and Protection of Privacy Act and will be used only to determine eligibility for employment. Canadian citizens and permanent residents of Canada will be given priority. Applicants must be legally eligible to work in Canada.