



Human Resources

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

The new Calgary Public Library represents unlimited possibilities and inspires people of all ages to wonder, seek, discover, and share. Calgary's 20 (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.*

The Calgary Public Library acknowledges the traditional territories and oral practices of the Blackfoot people, the Nakota people of the Stoney Nation, the Beaver people of the Tsuut'ina Nation, and the peoples of the Métis Nation of Alberta, Region Three.

Acknowledging the traditional lands of where our 20 libraries are located on is one small step in our efforts toward reconciliation. Calgary Public Library is committed to responding to the Truth and Reconciliation Commission's Calls to Action as well as the City of Calgary's White Goose Flying Report, a local response to the Truth and Reconciliation Commission's report.

As a public gathering space and information hub, the Library has the responsibility to create safe and inclusive spaces. The Library commits to honouring the lifelong learning traditions of Indigenous peoples, Indigenous teachings and practices, and providing opportunities to help educate Calgarians on the history and legacy of residential schools.

It is the goal of the Library to take meaningful and sustainable steps to Indigenize the Calgary Public Library System and ensure that the values of inclusivity, collaboration, and respect inform planning and decision making.

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.

Visual Content Creator
(Permanent Full Time)

Reporting to the Director, Communications, the Visual Content Creator develops multimedia (audio/video) content for internal and external purposes that support organizational strategic priorities. Working with a range of internal and external stakeholders, this role is a critical content developer and representative of the Library's voice and brand.

The successful candidate will be a self-starter with a positive attitude that will champion change and innovation. The ability to work positively in a collaborative and innovative team environment is essential. Demonstrated knowledge and understanding of marketing and communications principles is important.

Key Responsibilities

- Create and develop original multimedia content for the Library's website and social media platforms
- Create promotional and instructional videos, and online tutorials for staff and customers
- Develop and deliver Library programs related to multimedia creation for a variety of audiences
- Oversee all pre- and post-production for multimedia content creation
- Capture Library programs and special events, and edit multimedia content for posting on the Library's website and social media platforms
- Select and oversee third party production projects as required
- Ensure all image release consent forms are obtained
- Keeps abreast of relevant external developments through environmental scanning
- Works positively and productively with other staff
- Demonstrates continuous individual development and growth
- Other related duties

Qualifications

- Bachelor level University degree in Marketing, Multimedia, Communications, Applied Technology, or other related field
- Diploma in Film Production or equivalent is considered an asset
- A minimum of 2 years of experience in radio, television, film, sound or new media
- Strong understanding of required equipment and industry standards
- Exceptional customer service skills
- Excellent writing and editing skills (photo/video/text)
- Ability to multi-task and prioritize work
- Strong interpersonal skills and ability to work effectively with a variety of groups
- Ability to work occasional evenings and weekends is required

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



Human Resources

How to apply:

If **Visual Content Creator** 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. Please send a cover letter and resume to:

work@calgarylibrary.ca

Be sure to quote competition number "85" in the subject line of your e-mail.

The closing date for this competition is March 4, 2018.

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.