



Kitchener Public Library

Associate, Marketing and Communications

November 16, 2023

Marketing and Communications

Full time Position

\$32.97 - \$38.23

Days (evenings, Saturdays and Sundays as required)

Who we are

Kitchener Public Library welcomes our community to engaging spaces where people connect, ideas flourish and lives are transformed. Our values are a reflection of who we are and what we strive for as a library.

The principles of equity, inclusion and belonging are present in all that we do. Everything from our spaces to our services is designed to value diversity, foster belonging and respect individual needs.

What we offer

- Comprehensive benefits
- Reliable pension
- Learning and development
- Innovative culture
- Paid time-off



**Comprehensive
benefits**



**Reliable
pension**



**Learning and
development**



**Innovative
culture**



**Paid
time-off**

What you will do

The Associate, Marketing and Communications will be responsible for content creation and digital marketing activities for the library. The position holder shall support the library's promotion for programs, services and culture, under the guidance of the Manager, Communications and Marketing.

In this role you will:

- Create professional, error-free communications to promote Kitchener Public Library's programs, services and culture through a variety of communication channels including but not limited to the website, newsletter, blog, social media and internal communications.
- Collaborate with the Graphic Designer to ensure proofreading of all graphic designs and consistency across print and digital communication channels.
- Maintain a digital media content schedule to ensure balanced distribution of content that supports strong engagement.
- Create targeted digital marketing campaigns based on program needs.

What you bring

- Two-year college diploma in marketing, communications or related field of study. Bachelor's degree preferred.
- 3 to 4 years' experience in marketing and communications with a strong understanding of brand management
- Portfolio illustrating scope of experience

How to apply

If you are interested in this position, please send your résumé and application form to Human Resources via resumes@kpl.org by **Saturday November 25, 2023**.

Please quote **Associate, Marketing and Communications** in the subject line. To print a copy of our application form, go to kpl.org/jobs

Accommodations are available upon request for applicants with a disability. Please contact Human Resources staff by phone 519-743-0271 ext. 276 or TTY 1-877-614-4832, or by email hr@kpl.org.