

Job Description

October 2018

Name of Position:

Community Partnerships Coordinator

Classification:

Contract – 2 Year

Position Scope:

Under the direction of the Chief Librarian, responsible for the planning, execution, and reporting of the Regional Library's *Team of Champions* Project. The project goal is to develop and foster community partnerships as a method of increasing the number of public library users in the Pictou-Antigonish Regional Library area.

Outline of Typical Duties:

- Builds and maintains list of current and potential community partners.
- Gathers and prepares promotional materials targeted to partners and prospective users. Includes design and preparation of materials if necessary in cooperation with Community Services Librarian.
- Provides presentations and a variety of information meetings to partners regarding library services and benefits. Includes other staff as required.
- Determines and carries out most effective methods for ongoing communication with partners including best practices for social media.
- Organizes training opportunities for library staff to ensure optimal customer welcome and service delivery.
- Works with regional library staff to create a suite of user statistics for benchmarking and ongoing measurement.
- Prepares ongoing plan for continuation of partnerships past project completion.
- Reviews the regional library's current promotional methods, recommends new strategies, and assist with implementation. Includes best practices in social media communications as well as traditional practices.
- Prepares monthly reports on progress and annual summary report. Presents reports to Chief Librarian.
- Responsible for other professional duties as required.

Education Required:

- Bachelor Degree.
- Advanced training in Community Development, Marketing, and / or Communications.

Experience Required:

- Excellent interpersonal and communications skills.
- Excellent knowledge of current and emerging social media marketing trends.
- Good project management skills.
- Experience working with community organizations required.
- Knowledge of public libraries an asset.

Other Requirements:

- Possesses a valid Nova Scotia driver's license. Willingness to drive throughout two counties as required. Access to own vehicle an asset.
- Flexible work hours.
- Completion of both a Child Abuse Registry Check and a Criminal Background Check.

Project funding provided by a grant from the Culture Innovation Fund, Province of Nova Scotia.