

# Marketing & Communications Coordinator

## Friends of Strathcona County Library

The Friends of Strathcona County Library Society (FSCL) was formally established in 1993, and has since raised over \$500,000 for the Strathcona County Library through fundraising, casinos, raffles, 50/50s and grant applications. FSCL exists to support the Strathcona County Library by promoting its services to the community, advocating on its behalf and raising additional funds for specific library needs, such as collections, programs and equipment.

Vision Statement: All residents of Strathcona County will have the opportunity to contribute to the continued development of the Strathcona County Library as an integral part of the community, enhancing the lives and well-being of everyone.

FSCL is seeking a dedicated and skilled individual to join our Board as Marketing & Communications Coordinator for a two-year term. Our organization is committed to supporting and enhancing the Strathcona County Library by promoting literacy, learning, and community connections. As the Marketing & Communications Coordinator, you will play a vital role in helping us achieve our mission by managing our internal and external communications and building awareness of FSCL in the community.

As part of the “working Board,” there are two people required to fill this role to facilitate a mentoring program for succession planning—one experienced person and one person who will be mentored for a following term.

## Role and Responsibilities

- Responsible for both internal and external communications support.
- Writes content for both print and web.
- Plans and implements a communications strategy for the organization to be discussed and approved by the Board.
- Organizes and directs promotional events.
- Recommends techniques to improve/enhance the organization's image and role.
- Serves as a point of contact for media and public questions.
- Assesses and reports on the effectiveness of the communications strategy to the Board on a regular basis.
- Works closely with other Coordinator positions to confirm information and activities.
- Works as part of the executive team to help plan, strategize events, activities and promotions.

## Qualifications and Skills

- Excellent writing and editing skills.
- Demonstrated experience in marketing, communications, public relations, social media or a related field.
- Ability to work independently and as part of a team.
- Strong communication and interpersonal skills.

## **Application Process**

Please submit your resume and cover letter to the Friends of Strathcona County Library Board by email to [info@friendsscl.ca](mailto:info@friendsscl.ca). This job posting will remain open until a suitable candidate is found. FSCL is eager to fill this role quickly and will be screening applications as they are received. Selected candidates will be contacted for an interview.