



Northern Lights Library System

5615 – 48 Street Postal Bag 8 Elk Point Alberta T0A 1A0
Tel (780) 724-2596 Fax (780) 724-2597 info@nlls.ab.ca

Marketing and Communications Manager

Northern Lights Library System (NLLS) is currently seeking an innovative, collaborative and highly motivated individual for the position of Marketing and Communications Manager.

NLLS, located in Elk Point, Alberta, serves a population of 174,450 people through the membership of 46 public libraries. NLLS and our partners, The Regional Automation Consortium (TRAC) shares Polaris; a leading-edge library software that brings numerous new possibilities to the way services are delivered to our members.

Elk Point is only two hours from Edmonton situated in a beautiful rural setting and surrounded by several larger centers within half an hour's drive.

Reporting to the Director, the Marketing and communications manager is responsible for the marketing and communications requirements for the Northern Lights Library System (NLLS). This position coordinates marketing strategies among the board and the NLLS departments to facilitate marketing resources to enhance visibility for Headquarters and our member libraries.

Specific responsibilities:

- Develop and maintain the Marketing and Communication plan
- Develops measurable objectives to review and evaluate the success of marketing strategies and communication programs
- Ensure that the NLLS website is current and visual appealing and assist libraries with websites
- Coordinate regional, provincial and national library initiative for NLLS and for member libraries
- Ensure that design work is attractive, functional and in multiple formats
- Collaborates with the management team to ensure awareness of the internal messaging/communications
- Monitors and interprets trends in marketing and communications including those from other organizations and ensures relevant adaptations
- Monitors and interprets service trends
- Actively seeks out opportunity for educations and awareness
- Delivers and sustains a variety of marketing products that enhances library services
- As a member of the management team, the marketing and communications manager will be required to attend the NLLB meetings and the LMC meetings
- Contributes to external marketing methods, and assist library managers in developing effective communication initiatives to raise library visibility and their profile



Northern Lights Library System

5615 – 48 Street Postal Bag 8 Elk Point Alberta T0A 1A0
Tel (780) 724-2596 Fax (780) 724-2597 info@nlls.ab.ca

- Oversee the production of Aurora, quarterly newsletter for NLLS
- Ensures consistent visual identity in all publications in both internal and external
- Evaluates marketing and related initiatives and develops recommendations for change
- Oversees all marketing and communications assigned to other departments
- Sit on the planning committee for Annual conference and oversee all marketing aspects
- Actively seeks current trends provincially, nationally and globally
- And all other assigned duties

Knowledge Attributes and Skills:

- MLIS or MIS with significant marketing education and background
- Superior communication (verbal and written) problem solving and decision-making skills
- Excellent organizational skill, time management and possess a high attention to detail
- Knowledge of the systems mission, vision, values, policies and strategic plan
- Ability to coordinate diverse information and work with independent initiatives
- Ability to develop and implement creative approaches to reach audiences
- Knowledge of the methods, practices and techniques of marketing and communication relations
- Excellent customer service, interpersonal and relationship building skills
- Flexibility, ability to work with tight deadlines and under pressure
- Knowledge of appropriate design software
- Excellent research skills
- Valid full driver's licence

This position offers a comprehensive benefit package and a regular work week consisting of 35 hours along with a generous vacation allowance. The salary range will commensurate with experience and qualifications. This position also offers flexibility that incorporates work hours between home and HQ.

This competition will close 20th October, 2017. Interested parties should submit a resume, including the names of three references to the Executive Director:

Julie Walker
Executive Director
JWalker@nlls.ab.ca

We thank all candidates for their applications; however only those selected for an interview will be contacted.