

2020 – 07

Communications Assistant – Auxiliary (20 hours/week)

The North Vancouver City Library is seeking an organized and creative Communications Assistant to temporarily join our team.*

The North Vancouver City Library is located in the heart of the City of North Vancouver. As a valued public service, our library is a centre for discovery and dialogue, providing a gateway to lifelong learning and community connection through a balance of digital, traditional and emerging library services. Our decision-making is guided by deeply held values: <https://www.nvcl.ca/about/mission>

Reporting to the Communications Coordinator, the Communications Assistant works as part of a small team to produce attractive, high-quality print, digital and multimedia communications materials for promotion. Your work will be varied and diverse and will include using InDesign, Illustrator and Photoshop to ensure the on-brand production of posters, e-newsletters, event and directional signage, and informative displays.

The successful candidate will follow the style guide and brand identity guidelines to produce written and graphic content for print and digital channels, ensure consistency of all promotional material and edit copy of the same.

Please see attached Job Classification Specification for further details.

If you are a collaborative and motivated individual who believes in public libraries and works well independently and as part of a team – we are looking for you!

Qualifications

You will have a diploma in graphic design or communications design, plus sound related experience, or an equivalent combination of training and experience.

We are looking for an individual with considerable knowledge of graphic or interactive design and with writing and editing experience. Experience in website maintenance, information architecture and social media content production would be considered an asset.

We are committed to recruiting and hiring candidates that reflect the community we serve. We welcome applicants from diverse backgrounds, including Indigenous candidates, all identities, candidates who speak languages in addition to English and persons with disabilities.

Apply to: Deb Hutchison Koep, Chief Librarian
Send cover letter and resume via email only please to lwright@cnv.org

Start Date: Immediately

Salary: \$30.98 – \$36.45/hour (2019 rates) + 12% in lieu of benefits

Hours of work: Monday | 9:30 a.m. – 5 p.m.
Tuesday | 9:30 a.m. – 5 p.m.
Wednesday | 9:30 a.m. – 4 p.m.

Schedules are reviewed periodically and subject to change.

Closing Date: October 2, 2020 (5 p.m.)

Thank you for your interest in the North Vancouver City Library. Only candidates selected for an interview will be contacted.

* Starting immediately until December 31, 2020; term may be extended by mutual agreement or cancelled by the library at any time on two weeks' notice.

PUBLICITY OFFICER

1. Nature and Scope of Work

This is specialized promotional and marketing work performed in support of the library's marketing and promotional activities. An incumbent of this class researches and recommends the library's marketing plan for approval by the Chief Librarian; designs and prepares a variety of promotional material using camera ready graphics, artwork and desktop publishing software; ensures production of informational material such as posters, flyers, newsletters advertisements, event programs and signs; designs displays for small exhibits; participates in the research and preparation of exhibits. Considerable independence of judgement and action is exercised within established guidelines. Work performance is reviewed in terms of effective services rendered to the library.

2. Illustrative Examples of Work

Researches and recommends the library marketing plan for the approval by the Chief Librarian and implements approved activities; plans and coordinates participation in community events, trade shows, library special events and educational and cultural displays.

Produces and implements a style guide with the input of the Chief Librarian and City Communications Officer; ensures consistency of all promotional material.

Designs and produces a variety of informational and promotional material including brochures, posters, signs, bookmarks and displays; prepares formats and layouts using desk top publishing software reviews and proof-reads drafts; produces camera-ready material; arranges printing and distribution of same.

Designs displays for Library exhibits; prepares display layouts; creates displays using various media and materials; provides direction in the assembly or installation of display material.

Prepares press releases and public service announcements for local media regarding library programs and activities and distributes same; prepares and places advertisements as required; coordinates, proof-reads, edits or drafts press releases for Library staff.

Maintains liaison with media contacts.

Attends and participates in Board Staff Strategic Planning process and relevant Leadership Team meetings and provides input on issues related to marketing and communications.

Performs related work as required.

3. Required Knowledge, Abilities and Skills

Thorough knowledge of business English, spelling, style and punctuation and arithmetic.

Considerable knowledge of design layout, layout work, graphic techniques and presentation methods related to the work.

Sound knowledge of printing, photo-reproductive and other processes and their application to the work performed.

Considerable knowledge of the policies, rules, regulations and guidelines governing the work performed.

Considerable knowledge of desktop publishing and other software applications related to the work performed.

Ability to recommend and to implement the marketing plan.

Ability to produce and implement the style guide and to design and lay out graphic and written materials consistent with same.

Ability to prepare routine press releases and announcements.

Ability to establish and maintain liaison with external contacts related to the work.

4. Desirable Training and Experience

Diploma in commercial or graphics arts, plus sound related experience; or an equivalent combination of training and experience.

5. Required Licenses, Certificates and Registrations

None.