

Marketing Specialist – Job Ad – Spring 2021

Parkland Regional Library System seeks a highly-motivated and energetic individual to fill the role of Marketing Specialist. This is an excellent position for someone who values personal initiative and is visually creative with strong writing and presentation skills. If you are a self-motivated individual who is passionate about marketing library services to rural communities, this could be a position for you.

Responsibilities:

The Marketing Specialist is responsible for supporting member libraries with their marketing initiatives and promotion of services to their community residents as well as regional services provided by Parkland headquarters. This will involve:

- Develop, implement, and maintain marketing campaigns.
- Creation of both print and digital marketing materials such as posters, reports, presentations, videos, etc.
- Oversee Social Media content, provide direction, and coordinate social media communications for regional initiatives.
- Develop and manage fundraising programs, including grant writing, donor relations, and event planning.
- Liaise and develop relationships with media for Parkland Regional Library System.
- Collect statistical data and user feedback in order to measure success and make recommendations on areas for improvement and optimization.

Desired Skills and Experience:

- A diploma or degree in the field related to marketing such as design or commerce.
- A minimum two years of experience in marketing, design, communications, and/or sales.
- A good public speaker, comfortable presenting in front of large crowds of people.
- Competent with the Microsoft Office suite and experience with Adobe CC products and other graphic/video design software.
- Successful experience in the management of projects.
- Has a valid Alberta driver's license and enjoys frequent travel to rural communities.

Benefits:

This is a permanent, full time position that offers a competitive salary and excellent benefits package.

About us:

Situated in a brand new building in Lacombe, Parkland Regional Library System provides a welcoming work environment with the primary objective of supporting its 48 member libraries in achieving their goal of delivering superb services to Central Albertans.

Lacombe is a vibrant community just north of the City of Red Deer with easy access to Edmonton, Calgary, and the Rocky Mountains.

How to Apply:

Please send a cover letter and resume to the attention of Tim Spark, Manager of Technology Infrastructure at tspark@prl.ab.ca. Review of applications will begin immediately and will continue until the position is filled. We thank all applicants for their interest but only those selected for an interview will be contacted.