



The Region of BC's Best

JOB POSTING

Marketing Specialist

Thompson-Nicola Regional Library

COMPETITION NO:	2021-020
TERMS:	Temporary Full-Time, Internship
START DATE:	To be determined
END DATE:	March 31, 2022
SCHEDULE (1 FTE):	35 hours per week
	Shifts are from Monday to Friday or Tuesday to Saturday, and may include evenings.
APPLICATION DEADLINE:	April 30, 2021 @ 16:00 (Include your name and the competition number in the subject line of your email.)

About the Thompson-Nicola Regional District

Encompassing an unparalleled geographic region in the heart of British Columbia, the Thompson-Nicola Regional District (TNRD) offers the best of both worlds. Urban life within vibrant communities and outlying rural regions that showcase the region's beauty: pristine but rugged mountains, rolling grasslands, lush evergreen forests and both historic and modern areas, all within approximately 45,000 square kilometres. Headquartered in the City of Kamloops, the TNRD provides a wide range of local government services to a population of 132,663 located within its 11 diverse municipalities and 10 electoral areas.

Our Library System

The Thompson-Nicola Regional Library (TNRL), a department of the Thompson-Nicola Regional District, provides services through 13 libraries and a Mobile Library. Located in the Central Interior of British Columbia, the TNRL provides programming, materials and resources to people of all ages. The Library team is committed to providing excellent public service for a lifetime of personal growth, learning and enjoyment. The Marketing Specialist will work in an organization that values flexibility and customer service. As a member of the library team, you will engage with our patrons and help to build strong connections and partnerships with all our communities.

The Role

The TNRL is seeking a Marketing Specialist to assist in the promotion of library services and programs by developing, implementing and evaluating a marketing plan and strategy, ensuring alignment with organizational brand and overall direction. The Marketing Specialist will participate as a member of the library's marketing and communications committee, assisting with special projects such as a Library Card Campaigns, Writer in Residence, and One Book, One Community. The position will support the library's Indigenous engagement initiatives, working closely with the TNRL's Indigenous Engagement Coordinator and local First Nations communities and organizations. As part of the library team, you will perform customer service functions, creating a welcoming environment and a superb library experience for all.

The Ideal Candidate will have:

- Minimum two year diploma in marketing, or with a marketing focus, from an accredited post-secondary institution
- Understanding and knowledge of marketing plan best practices. Experience creating and implementing marketing plans is an asset.
- A passion for helping others and a belief in the importance of literacy
- Proficiency in email marketing platforms, graphic design/layout and image editing skills (Adobe InDesign, Photoshop, Illustrator, Canva), working within organizational visual brand and style guide parameters
- Proficiency in using social media in a professional capacity (Twitter, Facebook, Instagram, Snapchat, TikTok) and in audio and video recording and editing

- Demonstrated public speaking and presentation skills
- Have excellent organizational and time management skills, and the ability to meet deadlines and set priorities
- Strong customer service aptitude, skills, and experience together with a genuine interest in working with patrons of all ages, backgrounds and abilities
- Demonstrated ability to work independently with minimal supervision

This position pays \$23.84 per hour plus 14% in lieu of benefits. The TNRD requires that all successful applicants undergo a Criminal Record Check.

We encourage applications from the Government of Canada's job equity groups, including candidates with disabilities, Indigenous youth, visible minorities and new Canadians. If you identify with one of these groups, please indicate this in your cover letter. Please do not disclose which specific priority requirement you meet.

As this position is funded through of Young Canada Works (YCW), applicants must meet the eligibility requirements to be considered:

- be a Canadian citizen or permanent resident, or have refugee status in Canada;
- be legally entitled to work in Canada;
- be between the ages of 16 and 30 years at the start of employment;
- meet the specific eligibility criteria of the program to which you apply;
- be registered in the Young Canada Works online candidate inventory;
- be willing to commit to the full duration of the work assignment;
- not have another full-time job (over 30 hours a week) during the YCW work assignment.
- be a graduate from college or university;
- be unemployed or underemployed;
- not be receiving Employment Insurance (EI) benefits while employed in a YW job;
- priority will be given to graduates that have not previously participated in YCW internship programs.

Applicants not fulfilling the criteria set out in this job posting will not be considered. Your application should clearly outline the qualifications, and/or abilities, and experience you have for this position.

Hiring is dependant on grant funding.

If you are interested in applying for this position, please email your resume and cover letter online at <https://tnrd.hua.hrsmart.com/hr/ats/JobSearch/viewAll> by

April 30, 2021 at 16:00

Thank you for considering the Thompson-Nicola Regional District as a place to share your talents!

We thank all applicants for their interest however only those candidates under consideration will be contacted.

MUNICIPALITIES: Ashcroft, Barriere,
Cache Creek, Chase, Clearwater,
Clinton, Kamloops, Logan Lake,
Lytton, Merritt, Sun Peaks
ELECTORAL AREAS: "A" "B" "E" "I" "J"
"L" "M" "N" "O" "P"