#### Trent University LogoOPSEU JOB DESCRIPTION

**Job Title:** Library Communications & Engagement Associate

**Job Number:** L-099 | VIP: 1938

**Band:** OPSEU-6

**Department:** Bata Library and Archives

**Supervisor Title:** Manager, Finance & Administration

**Last Reviewed:**  August 15, 2023

**Job Purpose:**

Reporting to the Manager, Finance and Administration, the Library Communications & Engagement Associate is responsible for supporting the Trent University Library & Archives (TULA) in telling our story and communicating our value to internal and external stakeholders. A creative and collaborative individual, the Library Communications & Engagement Associate has demonstrated experience in using graphic design tools, social media channels and other tools and platforms to promote and increase engagement with Library services, spaces, and resources. The incumbent assists with the design, preparation and production of print and digital communications, promotional material, annual reports and statistics, templates, social media content, signage and displays. In consultation with Trent University’s Communications Office, ensures Library communications are aligned with institutional brand standards, and meet requirements for accessibility and best practices for universal design. Supporting the Library’s user experience and quality assurance processes, the incumbent assists with various UX and quality improvement projects including planning, data collection, analysis, and reporting. This position supports the planning, organizing and delivery of Library engagement programming and events at the Peterborough and Durham Campus Libraries.

**Key Activities:**

##### Print & Digital Communications

* As a member of the Library Communications Committee, assists with planning and implementation of Library promotional and communications initiatives, including:
  + Social media content, strategy, and development,
  + Newsletters, annual reports,
  + Promotional materials, pamphlets, posters,
  + Library signage & wayfinding,
  + Library news items for distribution via institutional communication channels.
* Liaises with the University’s Communications Office to ensure compliance with institutional brand standards and guidelines. Acts as a resource for Librarians and Library staff to support adoption of brand standards and best practices.
* Designs promotional and informational materials for Library & Archives physical and virtual spaces, services, and resources.
* Incorporates images for print and electronic publications using Library images and assets from Communications.

##### Promotion, Outreach & Engagement

* In collaboration with the Outreach & Engagement Librarian, assists with Library outreach and engagement programming (e.g. events, workshops, orientation activities, other programs).
* Assists with selection, design, ordering, distribution and inventory management of promotional items and material, working within an assigned budget.
* In collaboration with the Scholarly Resources Librarian and student workers, curates displays and assists with exhibits to promote Library resources and services.
* Supports Library teams and key service areas with promotion, communication and outreach initiatives, helping to increase awareness of and engagement with Library services, spaces and resources.

##### Event Planning & Special Projects

* Assists with the planning, coordination and delivery of special events and programs throughout the year including promotion, logistical planning and catering.
* Assists the library team with special projects throughout the academic year as needed.

##### Administration

* Assists with the evaluation of the effectiveness and impact of promotional and communications initiatives; provides feedback to internal stakeholders.
* Assists with data collection and preparation of annual reports, statistics, and surveys to support user experience and quality improvement activities for the Library & Archives.
* As a member of the Library & Archives staff team, contributes to overall departmental planning and operations.
* Following priorities outlined by the Manager, Finance & Administration, directs and supervises the activities of student employees as required.

#### Education Required:

* Bachelor’s Degree in a relevant field or a College Diploma (2 year) in a relevant field (graphic design, media, marketing, communications) or equivalent.

#### Experience/Qualifications Required:

* 1-3 years’ experience in marketing, communications, social media or equivalent roles.
* Excellent written and oral communication skills
* Demonstrated proficiency with graphic design tools and software including Adobe Creative Suite and Microsoft Office applications. Experience with web design and content creation in a Drupal environment considered an asset.
* Experience working in a Library environment would be considered an asset.
* Proven ability to create accurate and professional public-facing digital and print content for diverse audiences.
* Deep understanding of traditional and social media channels and best practices, including principles of Writing for the Web and a demonstrated commitment to stay current with emerging trends in marketing, communications and social media.
* Ability to create digital communications content using image/video creation tools.
* Expertise in web and document accessibility and universal design principles and best practices, ensuring AODA compliance for all communications.
* Excellent organizational, time management and planning abilities to manage diverse projects and shifting priorities to meet multiple deadlines.
* Ability to learn independently and keep pace with the changing information environment.
* Strong customer service and interpersonal skills.
* Flexibility and sensitivity to meet the needs of diverse users.
* Strong collaboration and consultation skills; ability to seek and incorporate feedback from multiple stakeholders.
* Strong time management and problem-solving skills: Ability to organize work and establish priorities.

#### Supervision:

* No formal supervision of others is required.
* Provide guidance by helping new staff with the use of communication tools or orienting others to work processes and methods on an ad hoc basis.

**Job Evaluation Factors:**

##### Analytical Reasoning

This role assists with the evaluation of the effectiveness and impact of promotional and communications initiatives, provides feedback to internal stakeholders. Collects data for annual reports and surveys of engagement activities for the Library. Collecting data and analyzing data on the usage of our social media platforms is a moderate level of complexity and does require skill and knowledge.

Work requires analytical reasoning to apply to responsibilities that are diverse and somewhat complex: judgement is exercised in adapting methods to arrive at solutions. Situations are broad in scope, and lack standard practice to resolve, thus requiring the recognition, analysis, and creative definition of practical solutions. Work planning includes others, and occurs within broad time frames, but may require adjusting plans and priorities to respond to changing circumstances.

##### Decision Making

This role requires decision making as they are responsible for consulting with Trent University Communications Office, ensures that Library communications are aligned with institutional brand standards, and meet requirements for accessibility and best practices for universal design. This role will also require the ability to create information independently with quick timelines for some instances including closures due to weather events, special circumstances. Also, this role will require decision making on types of tools and products used to tell the Library & Archives story.

Decisions are standardized but somewhat varied and adaptation is required: the employee receives occasional supervision in carrying out tasks that call for decisions beyond the scope of standard/established practice. Decisions usually involve determining the best process to carry out the job tasks.

##### Impact

The Library Engagement Assistant will use graphic design tools, social media channels and other communication tools and platforms to promote and increase engagement with Library services, spaces, and resources. The incumbent assists with the design, preparation and production of print and digital communications, promotional material, annual reports, templates, social media content, signage and displays. The impact is significant as the work will represent the Library & Archives reputation and brand as well as Trent University.

In consultation with Trent University Communications Office, ensures that Library communications are aligned with institutional brand standards, and meet requirements for accessibility and best practices for universal design.

Decisions are standardized but somewhat varied and adaptation is required: the employee receives occasional supervision in carrying out tasks that call for decisions beyond the scope of standard/established practice. Decisions usually involve determining the best process to carry out the job tasks.

##### Responsibility for the Work of Others

This role will provide guidance by helping library staff with the use of communication tools or provide training on accessibility and other social media tools on an ad hoc basis.

Responsibility for the work of others is not a job requirement. The job may provide guidance by helping new people to adapt to the work environment or orienting others to work processes and methods on an ad hoc basis.

##### Job Knowledge

The Library Engagement Assistant has demonstrated experience and job knowledge in using graphic design tools, social media channels and other communication tools and platforms to promote and increase engagement with Library services, spaces and resources. The incumbent assists with the design, preparation and production of print and digital communications, promotional material, annual reports, templates, social media content, signage and displays and will therefore require knowledge of digital tools and graphic design software.

This role requires the ability to apply technical knowledge or specialized skill. Requires general education which may include specialized courses relevant to the job in areas **such as** administration, graphic design, communication skills, writing, english language, visual design, project management and/or event planning. (Equivalent to one to two years of college following completion of high school.)

**Over six months and up to one year**; basic knowledge required of the organization in order to perform work; specific knowledge required of own occupational area.

##### Communication

This role will require high levels of communication with internal and external library stakeholders, including students, faculty, staff, alumni and the community. The role will also require multiple modes of communication: print, electronic, visual and direct communication with Library staff, and the Communications and Marketing teams. This role requires a high skill level for written, oral and visual communication and for using digital tools such as Adobe Creative Suite.

Communication involves the ability to clarify ideas and messages, to summarize or synthesize the information according to the audience’s need, to use judgement in discussing problems, presenting information, making recommendations. Job responsibilities require communication with people at a number of levels inside and/or outside the organization.

##### Motor/ Sensory Skills

There is a requirement for some level of precision in motor or sensory skills, with some tolerance allowed. Activities may require dexterity involving speed or accuracy in keyboarding; trained fine motor skill in drafting or designing electronic images; hand-eye coordination and trained fine motor skill in handling instruments or equipment; skills which require the ability to make sensory distinctions on a fairly broad level; equilibrium to perform work while in awkward positions requiring balance; trained gross motor skills in operating machinery.

##### Effort

Tasks will involve keyboarding, sustained concentration while working on the creating articles, stories and posts, going through databases of photos. In addition, some lifting and shifting of tables will be required at events, putting up displays and zap banners, and creating displays will require some lifting and reaching into display cabinets.

Work involves some effort which is not common to most jobs: work may require physical demands such as remaining motionless for long periods of time; keyboarding or operating instruments for extended periods of time; moderate amounts of lifting/moving, stretching/reaching, bending/kneeling, standing or walking; visual demand; mental demands may take the form of periods of sustained concentration (involving the senses or the intellect) with frequent interruptions and distractions over which the job has some control. Effort required would cause some fatigue.

##### Working Conditions

Working collaboratively with multiple units in the library, may cause a disagreeable psychological work environment due to factors of an ongoing nature including: changing deadlines (+), time pressures, interruptions in the workday as priorities change, multiple competing demands (+) and conflicting work priorities.

The working conditions are such that there are no physical work environment concerns. The employee will work in a standard office environment with limited exposure to disagreeable elements. Exposure to such conditions generally does not cause discomfort and has minimal impact on well-being.