

Township of Uxbridge Public Library

9 Toronto Street South
P.O. Box 279
Uxbridge, Ontario L9P 1P7

Position: Social Media and Technology Coordinator

Supervisor: Chief Executive Officer/Chief Librarian

Summary:

Under the direction of the Chief Executive Officer, the Social Media and Technology Coordinator primarily coordinates the planning, design, and delivery of materials to promote library services and help and instruct library users with electronic devices in the Compton Family Resource Room.

Major Responsibilities

The Social Media and Technology Coordinator is responsible for:

- coordinating the planning, design, and delivery of materials to promote library services (eg., posters, brochures, website, etc.)
- leading development of social media strategies and policies
- management, execution and measurement of social media use
- staff engagement and training in appropriate use of social media respecting client privacy
- maintenance of social networks and postings
- developing and promoting best-practice policies for social media governance and establishing ownership of key networks
- developing a presence across select social networks
- developing social media campaigns to support efforts to build profile of programs
- preparing statistics and reports as required
- instructing and helping library users with the use of electronic devices (eg., computer, eReaders, etc.)
- delivering circulation and information services to the public

Human Resources

- Report to the Chief Executive Officer.
- Supervise students.
- Foster an environment of teamwork.
- Represent the library with groups, organizations, committees, and at professional meetings and workshops.

Fiscal Responsibilities

- Monitor and maintain assigned budget; prioritize and determine expenditures within established guidelines and procedures.

Education and Experience

The position requires a technologically-savvy self-starter with an entrepreneurial spirit. It requires a degree in media design or communications with specialization in social networks, technology or library sciences, journalism, marketing or public relations, along with 3-5 years of working experience with social media, preferably within a library setting. The candidate will have demonstrated professional experience writing for and building online communities and be currently active on social networks. Excellent written and verbal communication skills are critical to the success of this role. Well-developed product and project management skills will be required to complement an ability to think and plan strategically.

Occupational Health and Safety

The employee actively demonstrates support for the Township of Uxbridge Public Library's position on occupational health and safety:

- To learn, understand and practice standard Township operating procedures.
- To be familiar with and comply with the provisions of the Occupational Health and Safety Act and Regulations; and the Townships Health and Safety procedures.
- To take every possible precaution to protect themselves and fellow workers from health and safety hazards and unsafe conditions.
- To report unsafe acts or conditions to their supervisor or a Health and Safety Committee Representative.
- To report any occupational injury or illness immediately to their supervisor.

- To use personal protective equipment, where required.
- To report any contravention of the Occupational Health and Safety Act.

Physical and Psychological Demands and Working Conditions

Environment:

Work is conducted in an office environment with some exposure to criticism from the public. Requirement to juggle priorities, verbally communicate to exchange information, deal with constant interruptions and changing demands during the course of a working day; regular occasions whereby an extremely short amount of time is available to complete a project or task; occasional stressful circumstances; wide variety of tasks requiring ability to manage multiple projects and make daily independent decisions; while maintaining a pleasant, professional and positive demeanour.

Physical:

Requirement for sufficient physical ability and mobility to work in an office setting and in a field environment; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; walk on uneven terrain, loose soil, and sloped surfaces; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; to travel to other locations; to operate equipment and vehicle.

Normal hours of work are 17 ½ hours per week as required. However should be available to work flexible hours to complete workload/assignments, attend evening and/ or weekend meetings or other events, and travel, as required.