

Job Posting

Marketing Technician

Competition #: UB-2025-10

Position Type: Thirty-five (35) hours per week

Salary: \$30.58/hr

Closing Date: Open Until Filled

Working with the Thunder Bay Public Library and the Community

Are you a storyteller who understands that the structure behind every good tale is as important as the tale itself? Are you an individual who loves the opportunity to be creative? Do you think of yourself as an artist of the Internet? This job might be for you.

Thunder Bay Public Library is seeking a Marketing Technician to help build our online presence. Under the supervision of the Director of Communities and in collaboration with the Marketing team, the successful candidate will be responsible for assisting with a comprehensive digital marketing plan spanning channels including social media, direct email and the new website that we recently launched.

Our ideal candidate has competencies in digital media production and is willing to build on them. You are deeply excited at the prospect of storytelling in support of one of Thunder Bay's most beloved institutions.

POSITION DESCRIPTION

POSITION TITLE	Marketing Technician
UNION AFFILIATION	CUPE 3120
REPORTING RELATIONSHIP	Marketing Manager

PURPOSE:

The Marketing Technician supports the promotion and marketing activities of the Thunder Bay Public Library's (TBPL) programming, strategic directions and events.

ACCOUNTABILITIES:

1. Under the direction of the Marketing Manager, collaborates with operational staff on TBPL marketing, outreach, events, public relations, and fundraising activities to increase library use and profile in the community.
2. Designs, coordinates, orders and distributes system wide marketing materials, in a variety of formats, to attract users to the Library and garner support for Library initiatives.
3. Produces media content (takes photos, etc.) for use in internal and external publications, social media and on the website, to help tell the Library story and encourage people to see themselves at the Library.
4. Creates original designs for logos, advertisements, and other marketing materials.
5. Interacts effectively with staff and community organizations to ensure good internal and external relationships and communication.
6. Facilitates the implementation of change and innovation including actively participating in working groups to further strategic initiatives.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Additional duties, responsibilities and activities may be assigned from time to time as necessary.

MASTERY:

The position requires:

1. A minimum of a two (2) year post-secondary Diploma in Interactive Media Development, Social Media & Digital Communications, Graphic Design or equivalent.
2. A minimum of two (2) years of relevant experience.
3. Knowledge of industry standard software utilized for design and digital media is essential.
4. A high degree of creativity and ingenuity.
5. Attention to detail, ability to plan ahead and meet deadlines are essential.
6. Proven organizational, interpersonal, communication, team participation, and problem solving and engagement skills.
7. Ability to work independently with limited supervision.
8. Demonstrates excellent judgement and takes initiative in working with staff, community groups, donors and partners.
9. Must undergo a successful Criminal Record Check.

Application Information:

Please submit your cover letter and resume at your earliest convenience to kgunn@tbpl.ca. As the competition is open until filled, interviews will take place as soon as the number of qualified candidates meets the threshold that we have determined to conduct interviews.

Other Information:

For more information on the Thunder Bay Public Library, please visit our website at: <https://www.tbpl.ca/>

The TBPL is committed to employment equity and diversity in the workplace and welcomes applications from visible minorities, Indigenous people, persons with disabilities, and persons of any sexual orientation or gender identity.

The personal information obtained under this job posting is collected under the authority of the Public Libraries Act, 1984 and will be used to assess qualifications of applicants. Questions about this collection should be directed to the Chief Executive Officer.

The Thunder Bay Public Library is pleased to accommodate individual needs in accordance with the Accessibility of Ontarians with Disabilities Act, 2005 (AODA), within our recruitment process, if you require accommodation at any time throughout the recruitment process, please contact the HR Manager.