Niagara Falls Public Library

Marketing & Communications Coordinator

Niagara Falls Public Library
Full-time, Fixed-term Contract (1 position available)
Maternity Leave Coverage

The Niagara Falls Public Library is seeking a full-time (fixed-term contract) Marketing & Communications Coordinator to develop and execute marketing, branding, and communication strategies that promote the Library's programs, services, and community impact. This position manages digital content, media relations and storytelling initiatives, serving as the central point for marketing and communications across the organization to ensure alignment, consistency, accessibility, and engagement across all locations and communication channels. The Marketing & Communications Coordinator contributes to cross-functional projects and strengthens alignment across departments through strategic communication support.

Key Responsibilities

Marketing and Communications:

- Develops and executes marketing and communication strategies that support the Library's strategic goals and promote its services, programs, and value to the community.
- Leads the creation and implementation of the Library's annual marketing and communications plan, within the approved strategic framework,ensuring alignment with strategic and operational priorities.
- Provides oversight and guidance to the creative team in the development and distribution of public-facing content, including social media, newsletters, and promotional materials.
- Maintains the Library's brand identity and visual standards, ensuring consistent application across platforms, materials, and communications.
- Leads storytelling and content initiatives to showcase the Library's impact, strengthen its public presence, and connect with diverse audiences.
- Conducts research and collects metrics to evaluate marketing and communications effectiveness, prepares reports, and provides recommendations to inform planning and resource allocation.

- Supports budget monitoring by tracking marketing and communications expenditures and providing recommendations to the Director as appropriate.
- Monitors trends in marketing, communications, and technology to recommend forward-thinking practices and keep the Library's approach relevant and effective.
- Serves as the central coordination point for marketing and communications across branches and departments, ensuring consistent messaging, strategic alignment, and efficient use of resources.
- Builds and maintains relationships with external partners, including municipal stakeholders and community programs, to support coordinated communication and effective promotion of Library initiatives.

Digital Communications & Content Management:

- Coordinates and manages digital content delivery, including website updates, social media, videos, e-newsletters, and podcasts.
- Manages the system-wide marketing and communications calendar, coordinates content priorities across locations and departments, and ensures timely, coordinated promotion of initiatives.
- Manages content strategy and digital platforms to ensure content is current, accessible, engaging, and aligned with brand standards.
- Ensures compliance with AODA and other accessibility or regulatory requirements in collaboration with relevant partners.
- Plans and executes digital campaigns; uses analytics tools to track engagement and performance, applying insights to continuously optimize strategies.

Internal Communications & Staff Engagement:

- Develops and implements internal communication strategies that foster staff engagement and align with the Library's mission and culture.
- Acts as a liaison between departments to translate operational initiatives and service changes into clear internal and public-facing communications.
- Coordinates regular staff updates related to organizational initiatives and change management.
- Supports Library leadership in preparing internal communications on service changes and system-wide developments.

Evaluation, Reporting, and Continuous Improvement:

- Conducts audits and evaluates the reach, effectiveness, and accessibility of communication and marketing efforts.

- Collects and interprets data, feedback, and trends to inform improvements in branding, messaging, and outreach.
- Prepares reports and recommendations to support planning, performance evaluation, and communication strategies.

Other Duties:

- Collaborates and supports the Leadership Team on the implementation of system-wide initiatives and cross-functional projects.
- Supports performance and behavioural management by monitoring work quality, providing feedback on assigned tasks, and escalating concerns to HR or the Director as needed.
- Fills service gaps across departments to maintain service continuity and uphold customer service standards.
- Participates actively in committees, meetings, training, and Library events to foster collaboration and shared responsibility across the organization.
- Provides administrative support for assigned areas.
- Reports problems with physical plant and equipment.
- Prepares statistics and reports as required.
- Shares accountability for ensuring a safe and respectful workplace.
- Other duties consistent with job responsibilities.

Skills, Knowledge & Training:

- Post-secondary education in Communications, Public Relations, Marketing, or a related discipline.
- A minimum of four (4) years of proven experience in the communications and marketing sector.
- Demonstrated experience coordinating projects, workflows, or initiatives involving multiple stakeholders.
- Solid understanding of current and emerging trends in marketing and communications.
- Possession of a valid G-class driver’s license.
- Experience in supervising staff or leading teams.
- Proficiency in using all major social media platforms effectively.

- Experience in planning, executing, and analyzing marketing research and campaigns.
- Familiarity with standard library technologies and systems.
- Ability to work with data from multiple sources and in a variety of formats.
- Strong working knowledge of current technologies and digital tools.
- Awareness of and sensitivity to local community needs and issues.
- Key Competencies:
    - Superior communications
    - Commitment to outstanding customer service
    - Data analysis
    - Planning and organization
    - Problem-solving/decision-making
    - Superior interpersonal skills
    - Programming & Outreach
    - Technology – Level 3
    - Reader's Advisory & Reference
    - Continuous Learning
    - Innovativeness and change management
    - Leadership focus

Workplace Environment:

The NFPL strives to be a workplace which fosters respect for all customers and co-workers, and requires employee commitment to the following:

- Adherence to the legal requirements of all levels of government, e.g. Health and Safety, Human Rights, Harassment, Freedom of Information and Privacy.
- Adherence to the policies and procedures of the Library which implement these requirements.
- Building and nurturing positive relationships among and with customers and colleagues.
- Culture of teamwork, collaboration and respectful feedback.

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Full-time, Fixed-term Contract

Additional Details:

Position Type:

Fixed-term (Maternity Contract), Full-time

Wage:

$39.58-46.31

Work Hours:

35 hours per week (includes days, evenings, weekends, and occasional holidays).

Start Date:

January 2027

How to Apply:
Email your cover letter and resume detailing your qualifications to hr@nflibrary.ca.
Applications without a cover letter will not be considered.

Applications will be accepted until 4:30 PM, November 23, 2026.

Applicants must be eligible to work in Canada.

While we appreciate all applicants, only those selected for an interview will be contacted.

The Niagara Falls Public Library is committed to providing accommodations in all aspects of the recruitment and hiring process under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA).

The Niagara Falls Public Library does not employ Artificial Intelligence (AI) as part of its recruitment process.