

Important Application Information

Please submit CV and COVER LETTER

Title: Coordinator, Marketing & Communications

Reports to: Manager, Marketing & Communications

Details: Full-Time

Location: Hybrid (in office 2-3 days/week)

Application deadline: June 1, 2023

Coordinator, Marketing & Communications

The Toronto Public Library Foundation is looking to fill a full-time position to support the Marketing, Communications and Events. This job provides the right candidate with a unique opportunity to gain valuable cross-functional marketing and not-for-profit experience and be instrumental in helping the TPL Foundation achieve its ambitious revenue and awareness goals. This role reports to the Manager, Marketing & Communications and is based at the Toronto Reference Library at Yonge & Bloor in downtown Toronto, although TPLF staff are still maintaining a hybrid work schedule. Salary will be commensurate with skills and experience.

About the Toronto Public Library Foundation:

TPLF was established in 1997 as a charity to support the world's busiest public library system – Toronto Public Library. Funds raised by the Foundation support life-changing programs, services, spaces and collections at the Library's 100 branches and on TPL.ca. Since its inception, the Foundation has raised over \$100 million for TPL, thanks to the generosity of donors, partners and volunteers. To learn more about the Toronto Public Library Foundation, visit tplfoundation.ca. To learn more about the Toronto Public Library, visit tpl.ca.

Key Responsibilities:

- Develop communications materials and content for: e-blasts, newsletters, social media, infographics, blogs, videos, website, direct mail, etc.
- Oversee social media content calendar and annual communications calendar
- Organize and track media outreach – includes reach reports and updates to online press centre
- Assist with proofreading and editing proposals so they reflect TPLF brand and voice
- Work closely with Events Manager to help execute fundraising and stewardship events, including TPLF's signature gala Biblio Bash
- Assist with developing advertising materials and management of TPLF's I'm Library People merchandise collection
- Conduct online research and donor surveys
- Manage department's process for invoice tracking and vendor payments
- Administrative tasks as needed

Qualifications:

- 2 years of experience in marketing, advertising, events or communications
- Excellent interpersonal and verbal communication skills
- Strong organizational, project-management and time-management skills
- Detail-oriented and composed under pressure
- Enthusiastic team player with a willingness to learn
- Confident with writing and proofreading
- Highly dependable, superior work ethic with a customer service-oriented approach
- Comfortable working in a fast-paced environment
- Ability to handle changing business needs
- Proficiency with social media and online platforms (Instagram, Facebook, Twitter, LinkedIn, Youtube)
- Proficiency with Microsoft Office (Powerpoint, Word, Excel)
- Candidate must be physically able assist with event preparation, execution and tear-down
- Will be occasionally required to work non-traditional hours to support TPLF events

Preferred qualifications

- Degree, diploma, coursework or internship in marketing, communications, events or related field
- Any knowledge of Raiser's Edge CRM Software and Campaign Monitor App is a plus
- And of course... a love of libraries

Why apply?

- Be member of a dedicated, innovative and purpose-driven team and support the vital work TPL does
- Gain municipal non-profit experience
- Obtain mentorship from senior marketing, communications and events professionals
- Develop cross-functional marketing and communications experience

Commitment to diversity, equity and inclusion:

TPLF invites applications from all qualified individuals. The TPL Foundation 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. Upon request, accommodation will be provided for persons with disabilities through all stages of the recruitment and selection process.

To apply:

Please forward your **CV and Cover Letter** by email (no phone calls) to TPLEvents@tpl.ca by 10am June 1, 2023. Kindly include your first and last name in the subject line. Only candidates selected for interviews will be contacted.