

Position Description

Communications Director - The Alberta Library

Overview

Reporting to the Chief Executive Officer, the Communications Director is responsible for leading the development and implementation of communications initiatives in support of The Alberta Library's vision and strategic plan.

The position is responsible for all internal and external communications, as well as advocacy initiatives to support The Alberta Library (TAL), and activities that build members' advocacy capacity. The Communications Director develops and executes the annual communications plan, working closely with program managers, staff, TAL members and the provincial and national library community.

As a member of the management team, the Communications Director participates in corporate strategic and operational planning, and provides leadership in creating a positive working environment. The Communications Director also manages the work of a Communications Coordinator.

Key responsibilities

Planning

- Developing and implementing an annual strategic and tactical communications plan for the organization, including the Alberta Public Library Electronic Network and the Online Reference Centre.
- Leading the planning and execution of a province-wide marketing campaign to support Alberta's public libraries.
- Consulting with staff responsible for service delivery on communications and marketing initiatives.
- Special event planning, including conferences, openings, launches and board functions.

Production

- Developing materials to support TAL's programs and services, including annual reports, brochures, newsletters, briefing notes, speeches, presentations and promotional items.
- Coordinating advertising initiatives.
- Developing and maintaining TAL's web site.

Advocacy

- Increasing awareness of The Alberta Library and the value of libraries, in consultation with TAL's advocacy committee and communications and marketing staff in member libraries and other agencies.

Management and supervision

- Recruiting, supervising and evaluating the Communications Coordinator and other staff that may be assigned to the Communications area.
- Contributing in a productive and collaborative way to the TAL Management Team.

Qualifications

- Degree or diploma in Communications, Public Relations or Marketing.
- Minimum of five years' experience, with demonstrated experience in writing, editing and production.
- Experience with a non-profit, member-driven organization is an asset.

Skills / expertise

- Demonstrated planning skills.
- Superior written and verbal communication skills.
- Ability to develop excellent working relationships with member and partner organizations, as well as external print and media suppliers, advertising agencies and graphic designers.
- Ability to exercise diplomacy, tact, adaptability and flexibility.
- Ability to prioritize and multi-task in a fast-paced environment.
- Demonstrated proficiency with Microsoft Office Suite and understanding of web-based design.

Reporting structure and contacts

- This position reports to the Chief Executive Officer and works closely with program managers and other TAL staff. In addition, the position liaises with a number of TAL committees and member libraries, especially with individuals responsible for communications. Other contacts include the broader library community and suppliers.

Salary and benefits

- A competitive salary and benefits package is available, including a staff retirement savings plan.