

Job Posting
Classification
Job #
Posting Date

Marketing and Promotions Specialist
Permanent Full-Time
092026-01
September 22, 2026



The New Tecumseth Public Library is seeking a people-oriented individual to work in all three Branches (Alliston, Tottenham and Beeton) as a **Permanent Marketing & Promotions Specialist (Full-Time)**. The successful applicant will be required to work with a very high degree of accuracy, exercise tact and independent judgment in accordance with library policy and must possess demonstrated respect and appreciation for patrons of all ages. It is anticipated that there will be opportunities for additional hours available from time to time, and that the applicant should be available to work at all three branches and have transportation to the same.

Requirements

- A diploma in Marketing, Communications, Graphic Design, or a related field is required.
- A post-secondary degree in library sciences, computer sciences, digital communications, or a similar field of study is considered an asset.
- Two (2) years prior working experience in community-oriented marketing, creative graphic design, coordination of digital content, or a similar field, is required.
- Two (2) years prior working experience in a public library is considered an asset.
- Advanced technology and computer skills. Professionally demonstrates experience and enthusiasm towards the latest developments in marketing and media trends, with experience in online marketing and social media.
- Excellent time management skills and communication skills (including reading, writing, listening, and speaking), including demonstrated excellence in customer service.
- Work as a team player, contribute to the overall success of the library, and exhibit a learning and growth mindset.
- Ability to produce a copy of a clear vulnerable sector police check.

Duties and Responsibilities

- Create, organize, and evaluate marketing initiatives that promote the library in an innovative and engaging way.
- Create and deliver a consistently high standard in branding and accessibility. Make recommendations to Management for marketing and promotions related purchases.
- Forms positive, essential partnerships, teams, and networks inside and outside the library as may be needed to be effective. Represent the library and promote the library at internal and external activities and events. Creates and improves awareness of the library in the community through photography and social media.
- Communicates with media as required. Writes and revises copy for the library's various advertising, publicity, and promotional publications and materials including newsletters, website content, and press releases.
- Appropriately respond to and/or share feedback and comments received through social media or on other platforms in a timely manner.

- Responsible for the creation of content and graphics for e-newsletters, mobile apps, social media, and other online properties. Maintain a digital content creation and posting calendar to ensure currency of messaging and online assets. Create content for the website in consultation with the Digital Literacy Specialist.
- Plan and deliver Strategic initiatives as directed by Management regarding marketing and promotions that create equitable access and experiences for people of all incomes, ages, and backgrounds.
- Provide temporary relief at library branches as needed, such as the operation of the circulation desk, including the cash register (i.e., handling of fines, photocopying, book sales, donations, etc.), handling telephone inquiries, and reference and reader's advisory duties.
- Follow library policies and procedures while performing daily duties, including adhering to the highest standards of customer service.
- Perform occasional additional duties as assigned.

Wage Rate: \$ 34.49 per hour.

Hours of Work: Up to an average of 35 hours per week. Hours and location are subject to change at any time.

Base Location: Pam Kirkpatrick Branch (Tottenham)

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Week A	9:30-5 All	9:30-5 Tot	12:30-8 Tot	9:30-5 Tot	9:30-5 Tot		
Week B	9:30-5 All	9:30-5 Tot	12:30-8 Tot	9:30-5 Tot	9:30-5 Tot		
Week C	9:30-5 Bee	9:30-6 Tot	11:30-8 Tot			9:30-5 Tot	9:30-3 Tot

Please submit your cover letter and resume in one PDF format document to jmole@ntpl.ca no later than 4:30PM on Monday 28 September 2026. Please quote Job Posting # CIRC-092026-01 in the subject line of your email.

We thank you for your interest, however; only those selected for an interview will be contacted. The New Tecumseth Public Library is an equal opportunity employer that is committed to inclusive, barrier-free recruitment and selection processes. If contacted for an interview, please advise the recruiter if you require accommodation.