

JOB TITLE	DIGITAL MARKETER
Recruitment Ref #:	UN-F402
Location:	Marketing Department (Civic Centre Resource Library-Administration)
Salary Range:	\$28.91 per hour
Hours:	35 hours per week as scheduled.
Responsibilities:	Under the direction of the Manager, Marketing & Communications, the Digital Marketer works within the framework of VPL's Marketing Strategy and is responsible for the development of innovative and engaging materials in support of VPL's digital platforms, enhancing VPL's profile while increasing customer interaction and use of VPL's services and collections. Ensures operational effectiveness through innovation, creativity, and a commitment to continuous improvement.
Requirements:	<ul style="list-style-type: none"> • Post-secondary degree or diploma in marketing and communications or a related field. • Minimum two years work-related experience in a digital graphic design role creating content for websites and social media. • Demonstrable skills and significant workplace experience in writing for web. • Working experience with MS Office, PHP, Adobe Creative Suite, video editing software and other tools relevant to the role • Effective verbal and written communication skills and organizational, time management and problem-solving skills. • Proven ability to work independently and as part of a team. • Flexible and available to work irregular hours including evenings and weekends as required. • Public library experience is an asset.
How to Apply:	Applicants for this position must submit an up-to-date resume, accompanied by a covering letter stating the position and recruitment reference #UN-F402. Incomplete submissions will not be accepted. Applications should be addressed to: The Recruitment Office, Vaughan Public Libraries, 2191 Major Mackenzie Drive, Vaughan, Ontario L6A 4W2. Submissions are accepted either by mail or by email at vpljobs@vaughan.ca .
Closing Date of Posting:	NO LATER THAN TUESDAY, JANUARY 26, 2021
For further information:	Contact Robert Symes, Manager of Marketing & Communications at 905-653-7323, extension 4608 robert.symes@vaughan.ca .
Other:	<p>In order to qualify for permanent employment within any department or service location with the Vaughan Public Library Board, an applicant must not be related to any member of staff of that department or service location.</p> <p>Vaughan Public Libraries is committed to providing accommodations for people with disabilities. If you require an accommodation, we will work with you to meet your needs.</p>