



Job Posting

Position: Marketing and Communications Coordinator - Temp

Department: Communications

Employee Group: Union: CUPE 1946

Status: Temporary (up to 18 months) – Full time: 35 hours per week (includes evenings and weekends)

Posting Number: #25-69

Position Summary

The Marketing and Communications Coordinator is responsible for external and internal marketing, media relations, community relations and communications for the Guelph Public Library.

All employees are required to:

- Promote the Guelph Public Library Mission Statement
- Provide exemplary customer service
- Cultivate a healthy and safe workplace

About the Guelph Public Library

Guelph Public Library (GPL) is one of the oldest public libraries in Ontario. With over 1,500 daily visits and two million resources checked out annually, we're proud to be a hub of community activity where patrons can explore, connect, and thrive.

Our new strategic plan, [From Barriers to Bridges](#), outlines our path forward over the next four years. Our goal is that our community, staff, and partners expect empowerment each and every time they interact with us. We're looking for employees who aspire to empower others with their commitment to fostering trust, deepening belonging, nurturing curiosity, and cultivating resilience.

Hours of Work

Operating hours of the library – daytime, evening and weekend shifts (Saturday and Sunday) – this is an in-person role

Duties

A. Communications

- Research, develop, implement and evaluate multi-faceted communication plans that promote the operational, day-to-day needs of GPL
- Promote GPL internally (i.e. Front of House Committee) and externally (i.e. community groups and events)
- Design and curate print and digital content suitable for library publications, reports and promotional materials including the websites fundraising events, direct mailing campaigns, displays and social media accounts in accordance with the Library's Brand Guidelines
- Leverage data, analytics and measurement to report on a marketing campaign's success, and use that information to inform communication planning

B. Media Relations

- Participate in media relation activities, including development of plans for new and traditional media, prepare news releases, facilitate media inquiries with identified GPL spokespeople
- Track earned media coverage for evaluation during communications planning
- Monitor media coverage for understanding of key community conversations and to assess the need for escalated issues management support

C. Community Relations

- Work closely with the key leadership to help amplify programs and services supported through formal community partnership agreements

D. Other

- Take photographs and short videos at events and programs, as needed
- Assist in designing, providing, evaluating and promoting library programs, events and displays
- Provide support to special projects, marketing plans and initiatives in a communications capacity.

- Assist in maintaining:
 - an inviting and orderly library environment,
 - Prompt and efficient customer service at all service desks
- Perform other duties

Qualifications

Section A – Your application must describe your qualifications as they relate to:

A. Education

- A post-secondary, diploma or certificate in a relevant field of study (e.g. Public Relations, Journalism, Communications, Marketing or a related discipline)

B. Experience

- A minimum of two years' related work experience that includes communication, marketing and public relations
- Knowledge of communication theory, best practices and public relations code of ethics with experience developing, implementing and evaluating comprehensive public library or municipal communication plans
- Experience with media relations and familiarity with local and digital media

C. Skills

- Strong organizational and public relations research skills
- Intermediate computer skills with Microsoft Office (Word, Excel, PowerPoint, Publisher and Outlook), Adobe products (Photoshop, Illustrator, Fireworks, InDesign), Hootsuite and Canva
- Demonstrated experience with standard office procedures and customer service techniques
- Experience in the design of consumer based social marketing campaigns
- Exceptional verbal and written communication skills in a variety of communication channels
- Knowledge and training of the Accessibility for Ontarians with a Disability Act (AODA) as it relates to best practices for web content, graphic design, social media and print and digital collateral

D. Other

- An innovative, dynamic team player who leads by example and is action oriented

- Confidentiality, diplomacy and the ability to work accurately on a wide variety of projects.
- Ability to work well under pressure, accurately complete multiple assignments and function effectively in a high-volume workplace, with the ability to reprioritize as needed to support service outcomes
- Ability to work independently and co-operatively on a team
- Ability to perform light physical work, bend, reach and lift up to 25kg
- A change agent, able to successfully initiate and evaluate trends and services in a 21st century public library

Notes

- Applicants are required to demonstrate in their application how their qualifications match those specified above. Assessments based on all the objectives and qualifications listed above will be a part of the interview, and a written and/or practical test may be administered.
- Employment is conditional upon satisfactory criminal record and vulnerable sector check.
- An employee reference check is also required.

Contact Information

Human Resources Contact

Email: celstonryder@guelpmpl.ca

Phone: 548-855-0384

How to Apply

All interested candidates should forward their application including a resume, cover letter, and 2-3 references quoting this posting number to Human Resources.

Carolyn Elston-Ryder
Human Resources
Guelph Public Library
100 Norfolk St.
Guelph, ON N1H 4J6
celstonryder@guelpmpl.ca

Please quote "Comms cord temp 25 69" in the subject line.

The Guelph Public Library is an equal opportunity employer which values diversity in the workplace. We are therefore happy to accommodate any individual needs in keeping with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act. If you require an accommodation to participate in the hiring process, please contact us to make your needs known in advance.

CUPE [#]: 8

Posting No.: #25-69

Rate: \$35.64 per hour

Starting: December 1, 2025

Closing: December 9, 2025, 5 pm EST

Reporting to: Communications Supervisor