

# King Township Public Library

## Job Description

| JOB INFORMATION |                                         |           |                                                                       |
|-----------------|-----------------------------------------|-----------|-----------------------------------------------------------------------|
| Job Title:      | <b>Community Connections Specialist</b> |           |                                                                       |
| Classification: | Permanent Full-time                     |           |                                                                       |
| Reports to:     | Deputy CEO - Patron Experience          |           |                                                                       |
| Supervision:    | No direct reports                       |           |                                                                       |
| Revision Date:  | July 2026                               | Location: | As assigned; may work at ANY Library location or off-site as required |

| JOB SUMMARY:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| <p>The Community Connections Specialist plays a key role in building awareness of and engagement with Library services, resources, programs, and strategic initiatives. Under the direction of the Deputy CEO - Patron Experience, the position is responsible for community partnerships, outreach initiatives, communications, marketing, public relations activities, and engagement opportunities that strengthen the Library's presence throughout the community.</p> <p>The Community Connections Specialist acts as a connector between the Library and its diverse audiences by cultivating relationships, representing the Library at community events, developing promotional campaigns, and supporting system-wide engagement objectives. This position also plans, delivers, and supports Maker programming and services that foster creativity, innovation, and digital literacy within the community. In addition, the role provides frontline public service support, including circulation, information and readers' advisory services, assisting patrons with library resources and technology, and supporting community-focused special projects and initiatives.</p> |

| RESPONSIBLE FOR:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| <p><b>Community Engagement &amp; Partnerships</b></p> <ul style="list-style-type: none"> <li>Establishing and maintaining relationships with community groups, schools, businesses, service organizations, and municipal partners.</li> <li>Identifying opportunities for collaboration that advance Library goals and strategic priorities.</li> <li>Representing the Library at community events, festivals, networking events, and outreach opportunities.</li> <li>Coordinating outreach initiatives across all service areas.</li> <li>Organizing volunteer opportunities and programs.</li> </ul> <p><b>Communications &amp; Marketing</b></p> <ul style="list-style-type: none"> <li>Developing and implementing internal and external communications strategies.</li> <li>Creating promotional materials including print, digital, video, social media, newsletters, website content, and signage.</li> </ul> |

- Contributing to the Library's social media presence and online engagement.
- Planning and executing campaigns that increase awareness of Library programs, services and collections.

### **Programming and Promotion**

- Coordinating marketing and promotional support for programs and events.
- Communicating empathetically and effectively to all demographics and user groups
- Developing and running STEM-themed and programs for all ages.
- Overseeing of Maker participants in using the Library's maker equipment and resources.
- Ensuring the Maker equipment is clean, safe, and ready for operation.

### **Community Presence**

- Working one regularly scheduled evening shift per week within the Make-It Lab to support programming, strengthen community connections and awareness of services. More evenings may be required as needed.
- Providing outreach at community events and special initiatives that could take place outside of regular hours of operation.
- Working one Saturday per month or more as required.

### **Public Service**

- Mastering the Library's suite of electronic platforms, ILS (catalogue) and digital resources to effectively instruct the public in their use, actively promoting them where appropriate.
- Delivering circulation and information services to the public, proactively pursuing opportunities to assist library users, anticipating needs and striving to exceed expectations.
- Assisting users with technology and Library systems.
- Handling cash, debit and credit card transactions and end of shift reconciliations.
- Participating in facility operations including safe opening and closing procedures.
- Providing oversight to junior staff and volunteers as required.

### **General**

- Uphold the Library's code of conduct in both the Lab and public spaces.
- Compliance with all Library Policies and Procedures including Health & Safety, Personnel, etc.
- Preparing reports and statistics as required.
- Maintaining knowledge of library, marketing, and community engagement trends.
- Participating in committees and staff meetings.
- Performing other duties as assigned.

**QUALIFICATIONS:**

- Post-secondary diploma in Library and Information Technician, Communications, Marketing, Public Relations, Community Development, or related field.
- Minimum two years of experience in communications, community engagement, outreach, marketing, or library services.
- Strong experience with social media, digital communications, graphic design, and content creation.
- Demonstrated experience building community relationships and partnerships.
- Experience with STEM programming.
- Knowledge of digital and maker technologies.
- Confident in instruction and use of creative tools, including: 3D Printers, gaming devices, VR technologies, audio and visual equipment is an asset.
- Familiarity with an Integrated Library System (ILS) is considered an asset.
- Strong customer service skills.
- Ability to work independently and collaboratively.
- Critical thinking and analytical skills required to support the needs of the Library's strategic goals.
- Proof of valid Ontario Driver's Licence, up-to-date insurance and reliable transportation is required.
- Ability to work evenings and weekends, including one regularly scheduled evening per week and one Saturday per month. Additional evening and weekend hours may be required on occasion due to the nature of the position. Availability to work at ALL branch locations and offsite is required.
- Successful candidate will be required to produce a current Vulnerable Sector Check.
- Fluent in English with excellent presentation, oral and written communication skills.
- Minimum physical requirements: able to lift 30 pounds, bend, reach, and stretch.

**WORKING ENVIRONMENT:**

- Rapidly changing, highly automated public environment serving all demographics and user groups.
- Requires day, evening and weekend shifts at any of the KTPL's locations.
- Works in a sometimes noisy, customer-driven environment with frequent interruptions.
- Occasionally stressful when serving users (may be exposed to conflict and emotionally charged situations).
- Local travel to other branches, meetings, events and outreach.
- Involves standing, computer and electronic device usage, and occasional light physical exertion (e.g. pulling, lifting & carrying materials, boxes & equipment).

**COMPETENCIES:**

- Performs duties with judgement and initiative.
- Proven ability to work accurately and multi-task while meeting deadlines and production schedules.
- Strong time management and organizational skills with extreme attention to detail.
- Exhibits the flexibility to accept change and the resilience to adapt with curiosity and enthusiasm.

**Marketing and Community Relations:**

- Creative in nature.
- Employs a variety of marketing and promotional tactics to raise awareness of the Library and its programs, services and collections.
- Understands the value of community engagement and building relationships to raise awareness and build support for the library.
- Basic understanding of copyright legislation and intellectual property.

**Programming:**

- Exhibits strong ability to:
  - assist patrons in the Make-it Lab and community branches with training and learning of Maker equipment
  - pursue new ideas and experiments in order to create interesting and engaging Maker programs
  - develop a variety of Maker programs to meet the needs and interests of target audiences
- Recognizes individuals and groups not adequately served.
- Creative in nature.
- Potential to provide literacy- based programming for all ages.
- Demonstrates knowledge and skills necessary to work effectively with all demographics and user groups.
- Understands the value of community engagement and building relationships to raise awareness and build support for the library.
- Basic understanding of copyright legislation and intellectual property.

**Customer Service:**

- Provides excellent service in person, on the telephone and through electronic communications that is customized to meet the needs of individual users.
- Feels energized serving members of the public, maintaining positivity and enthusiasm in a busy work environment with frequent interruptions.
- Recognizes when to refer users or questions to other staff or organizations.
- Ability to function calmly and effectively during stressful situations.
- Uses tact, discretion and respects confidentiality.

**Problem-Solving and Decision-Making:**

- Looks for alternative solutions to problems; knows when to proceed with a solution and make a decision independently or when to seek help or guidance from other staff or escalate to management.

**Team Work:**

- Works as a team player, contributes to the overall success of the Library and exhibits a learning and growth mindset.
- Ability to work independently or cooperatively in a team environment.

**Learning and Personal Growth:**

- Manages the development of one's own career and ongoing improvement of knowledge, skills and abilities through a commitment to personal growth and lifelong learning.
- Anticipates and adapts to change with a sense of optimism and opportunity.

**Communication:**

- Advanced presentation, written and oral communication skills.
- Fluent in English (verbal, writing and reading).

**Technology:**

- Advanced knowledge of current Microsoft Office software (Word, Excel).
- Advanced knowledge of creative software (i.e. Photoshop, Adobe Creative Suite).
- Demonstrates a strong aptitude for acquiring new technical skills and knowledge.
- Strong knowledge of current digital/virtual meeting and presentation platforms.