



The Ontario Library Association (OLA) is a not-for-profit charitable membership association providing a range of services to more than 4,000 members working in the library and information field. Some of the services include educational programming, conferences, a bookstore, and suite of reading programs. The OLA is a leader in North America among library Associations and the oldest continually operating non-profit library association in Canada.

Marketing and Communications Manager

Remote, \$55,000-62,000

The Ontario Library Association is looking for a Marketing and Communications Manager to design and oversee the marketing and communications of all association programs, events, publications, and services. OLA is the largest library association in Canada with over 4000 members; this role is essential to our members. In this role, you will research and analyze marketing trends, plan campaigns and develop strategies while reporting on and measuring success for future improvements. Reporting into the Director, Forest of Reading, you work to keep our membership aware of the work being done by the association and, more broadly, within the library sector.

We are a remote team of 14 staff and work with approximately 400 volunteers annually across our board, councils, committees and event planning teams. This role reports into the Director, Forest and Reading with one direct report. Small but mighty, we organize virtual professional conferences, run Canada's most extensive reading program, and publish several industry publications.

If you obsess about creative communication, thrive in a remote team environment, sweat the details, hold yourself up to high standards, love creating and checking off to-do lists and want to work with library people, then OLA is the place for you.

QUALIFICATIONS

- Demonstrated experience in leading, implementing and executing marketing and communications for an organization, including strategy, budgets, campaigns and materials, public relations, internal communications, brand, publications/editorial, website and social media tools.
- Experienced in leveraging online and digital mediums for outreach and engagement, along with managing websites (WordPress) and other digital assets.
- Substantial experience in the production of various written communications and publications that reflect the highest professional guides and systems (i.e. Canadian Press style).
- Demonstrated experience developing and executing virtual events, festival, conferences, etc.
- Effective communicator and proactive relationship building expertise to collaborate and engage with key partners and stakeholders
- Strong technical skills to work with Adobe Creative Suite

Ontario Library Association provides a supportive work environment where we value a strong work life balance with flexible remote work options, summer hours, work from home stipends, great perks and benefits, RRSP matching programs and professional development opportunities.

The employees of OLA are permanently working full time remote.





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HOW TO APPLY

Please forward your resume and covering letter to ola@hrassociates.ca by April 13th, 2022, to be considered for this opportunity. If you have questions, please contact Luciana Da Silva at 416-237-1500 x 266 or luciana.dasilva@hrassociates.ca. Please visit [Ontario Library Association's website](#) for more information.

*We thank all applicants for their interest, however, only those selected for further consideration will be contacted.
Applications will be reviewed on a rolling basis.*

Ontario Library Association is an equal opportunity employer. Accommodation, if required, will be provided by HR Associates and Ontario Library Association throughout the hiring process in accordance with the Human Rights Code.

