



## Digital Marketing Specialist

The Ottawa Tool Library is pleased to announce that we're hiring a summer position thanks to the [Canada Summer Jobs](#) program.

### Job Summary

The Digital Marketing Specialist will be tasked with improving our digital marketing efforts to attract members, volunteers, and supporters to our community-focused non-profit organization.

They will lead activities to promote our organization online, help to better organize and conceive those efforts, and improve interactions via our website and online platforms. This includes building and running a Google Adwords campaign, the creation of templates and online forms, exploring collaborations with local creators and likeminded non-profits; and visual and written storytelling featuring our events, projects, and people.

The successful candidate will work with our Executive Director with support from other core management team members responsible for our website development and marketing.

Although the candidate will come to the role with existing skills and experience in digital communication, the job will also provide opportunities to employ their skills in new ways and across platforms, to experiment and collaborate with others in a dynamic, inclusive, and practical setting. Depending on the skills and interests of the candidate, this role can also involve content creation with varied media like photography or videography.

The candidate needs to be available for occasional meetings and events in the evenings.

### Duties and Responsibilities

- develop and implement a Google Adwords campaign
- run a small-budget marketing campaign
- draft our monthly newsletters
- manage Eventbrite events and descriptions
- revamp copy on the website and create a new landing page
- streamline/revamp the online forms on the website
- draft and post social media content
- build and curate our stock photo library and maybe take photos of events
- organize our SharePoint sites and folders for marketing purposes (stock photos, etc.)



### Qualifications:

- Excellent communication skills
- Can self-manage time, is organized and takes initiative
- In-depth experience with social media platforms
- Collaborative and a great team player
- Friendly and engaging, preferably with experience in a hospitality, customer service, or public-facing role
- Ability to work flexible hours, including some evenings and weekends for meetings or events

### Assets

- Completed or in the process of obtaining a diploma or degree in communications or marketing
- Work experience in the digital marketing field
- Experience with Google Adwords campaigns
- Expertise in graphic design, web design, photography or videography (and related software)

**Prerequisites (grant-determined):** Under 30 years of age, permanent resident or Canadian citizen

### Working Environment

- Hybrid work environment: from home as well as at our location (877a Boyd Ave, close to Canadian Tire on Carling Ave). Accessible by public transit.
- The library itself is lit from above by LED lighting with limited natural lighting.
- Single bathroom, also shared with other tenant.
- Kitchen space with full fridge, sink, and microwave oven.
- Concrete floors.
- Manual doors.
- One step to get into the Ottawa Tool Library.

**Start date:** 27 June 2022

**End date:** 03 September 2022

**Pay Rate:** \$18-19/hr (plus 4% vacation pay) depending on experience

**Hours:** 30 hrs/week to a total of 270 hrs

**Application deadline:** 24 May 2022 at midnight, interviews will be held June 4<sup>th</sup>, 2022



**Submit to:** [info@ottawatoollibrary.com](mailto:info@ottawatoollibrary.com)

In your cover letter, let us know **why** you want to work at OTL and what makes you a great fit for this position. We welcome cover letters in unconventional formats including short videos or other media. We also invite applicants to share links to articles, posts, graphic design, photography, videography or other professional and personal projects.

**We thank all applicants for their interest but only those selected for an interview will be contacted.**

The Ottawa Tool Library is committed to an equitable hiring process. We welcome the opportunity to work collaboratively with applicants in increasing accessibility throughout this process. In recognizing traditional and systemic barriers to employment, we especially welcome applications from women, people of colour, trans and non-binary people, Indigenous peoples, those with visible and invisible disabilities and others who may contribute to the further diversification of ideas and our team.