

**Position:** Outreach and Communications Coordinator

**Organization:** The BC Libraries Cooperative

**Location:** anywhere in BC

**Type of position:** 1-year term position

**Compensation:** \$35 per/hr

**Closing date:** March 31, 2023

**Start date:** Anticipated start date is April, 2023

## **About us**

The BC Libraries Cooperative (BCLC) is a mission-driven non-profit cooperative that helps libraries help people.

Our 200+ members include public and post-secondary libraries and institutions across Canada. We provide libraries and related organizations with the services, cost savings, and support they need to do great work in their communities. We provide a number of online services for our members which include a focus on using open-source technology and systems, as well as expanding work in the field of accessible publishing that supports people in Canada with print disabilities.

The BCLC has a distributed workforce of over 40 people working across three time zones.

For a detailed overview of our work at the BCLC see: <https://bc.libraries.coop/about/>

## **About the role**

This new role is an opportunity to join the team working for the BCLC's National Network for Equitable Library Service (NNELS) to cultivate the communication and outreach potential with libraries in British Columbia. NNELS is a digital public library of books in accessible formats for readers with print disabilities. When eligible people request books that do not yet exist in accessible formats, our job is to find existing copies or produce them. For more information about NNELS, please visit <https://nnels.ca/about>.

Reporting to the NNELS Manager, and leveraging the expertise of the NNELS team, many of whom have lived experience of print disabilities, the Outreach and Communications Coordinator will aim to expand the reach of the NNELS service in British Columbia. Working closely with the Public Services Librarian, the Outreach and Communications Coordinator will liaise with and promote the range of NNELS services with relevant stakeholder and interest

groups, including those in the K-12 and post-secondary sectors. A key focus will be to assist libraries to normalize accessible library service. Ultimately, the incumbent will provide training on accessibility services to library staff across British Columbia and help grow the existing community of practice that is working to build awareness about the information needs of readers with print disabilities.

The new Outreach and Communications Coordinator will work closely with NNELS staff and stakeholders. The ideal candidate will also have a strong commitment to empower library staff by helping them to understand the current landscape of accessibility so they may better serve a wide diversity of readers with print disabilities in their community.

### **Responsibilities include**

- Engaging with library staff from a variety of libraries in BC and providing information regarding what software, technologies, and applications can meet the reading needs of library patrons with print disabilities.
- Creating awareness about NNELS, and the many types of print disabilities and the technology and solutions that can be used to provide access in the community.
- Leveraging the expertise of NNELS' accessibility testers and drawing on existing NNELS resources, create check-lists of accessibility features and how they benefit readers, and guides to download books from the NNELS repository using different software and reading systems.
- Providing information to library staff and readers about how the NNELS service allows people with print disabilities to access digital content, in order to increase the use of the NNELS collection in British Columbia.
- Liaising with stakeholder and advocacy groups to encourage awareness and use of the reading materials available in the nnels.ca repository.
- Working closely with NNELS' Public Services Librarian on community and library outreach and communications and a survey for library staff to gauge training needs across British Columbia.
- Doing conference presentations to people with print disabilities, library staff and related stakeholders and/or conducting training, either virtually or in person.
- Working on a social media and communications plan for NNELS.
- Planning, writing/creating and posting social media content.

- Monitoring social media channels and responding to relevant posts to foster engagement and tracking engagement in the various social media platforms.
- Participating in staff meetings, or other meetings as may be required.
- Other duties as assigned.

### **Skills, qualifications and experience required**

- Post-secondary education in a discipline relevant to librarianship, communications, journalism, and/or public relations, Or a combination of education and experience.
- Experience with / working knowledge of libraries, and interest in digital library services.
- Experience in developing, implementing, and evaluating communications materials and plans.
- Demonstrated experience with social media content creation across various channels including Facebook, Twitter, LinkedIn, Reddit, and mass email platforms.
- Ability to work collaboratively and positively with individuals and groups in a fully distributed environment.
- Excellent verbal and written communications skills.
- Self-starter with superb time management and organization skills, ability to meet deadlines, multitask, and prioritize workload.
- High comfort level with technology, and the ability to educate others on how to use the technology.
- Lived experience of having a print disability, or experience working with people with print disabilities, as defined by Canada's Copyright Act, would be a great asset.
- Familiarity with digital accessibility, including Web Content Accessibility Guidelines (WCAG) would be a great asset.
- Bilingual (French/English) written and verbal skills would be a great asset.
- Willingness to listen, learn and engage constructively with a variety of internal and external stakeholders is key to success in this position.

Although our office is located in Vancouver, we encourage applicants willing to work remotely from anywhere in BC. Occasional trips through BC may be part of the job.

### **Compensation package**

- This is a 12 month limited-term employee contract position for 35 hours per week with possibility of extension, contingent to funding. The position will start in April 2023. The compensation is \$35 per/hr.
- The BCLC has family friendly workplace policies including a generous annual vacation allotment, a week's closure in late December and a flexible work culture that supports staff well-being.

We are committed to creating a diverse, equitable and inclusive workforce. We encourage women, people of Indigenous ancestry, people of colour, LGBTQQIP2SA individuals, people with disabilities (visible/invisible), and members of other diverse communities to apply for careers with our organization.

### **Application process**

Interested applicants should submit their cover letter and resume to [office@bc.libraries.coop](mailto:office@bc.libraries.coop) no later than 4:00 Pacific time on March 31, 2023.

When submitting your application please name and save your attachments with your first and last name in the title, such as:

“FirstnameLastname Resume Outreach and Communications Coordinator.pdf” and  
“FirstnameLastname Cover Letter Outreach and Communications Coordinator.pdf”.

When you submit your application, please use the subject line “Outreach and Communications Coordinator job application”

**No phone calls please.** Only those candidates who are short-listed for an interview will be contacted.

If you have questions about this role, please contact Kris Jorgensen at [kris.jorgensen@bc.libraries.coop](mailto:kris.jorgensen@bc.libraries.coop).

The application deadline is March 31, 2023. Interviews will be held in early April.

**Reports To:** NNELS Manager

**Schedule:** 35 hours per week

**Date:** March 2023