



**JOB POSTING**  
**Creative Lead**  
**70 Hours Biweekly**

**Halifax Public Libraries** invites **INTERNAL** and **EXTERNAL** applications for the full-time position of **Creative Lead** with the Marketing and Communications Department.

**WHO WE ARE**

Community is at the heart of all that Halifax Public Libraries undertakes. Comprised of 14 branch libraries, we serve the 400,000 citizens of Halifax with our collection of 1 million items and a wide range of programming. Halifax Public Libraries blends the best of traditional library services with innovative programs, spaces and technologies, attracting more than 3 million in-person visits each year.

**POSITION SUMMARY**

Under direction of the Manager, Marketing and Communications, this position is responsible for the creative, conceptual, and visual expression of the Halifax Public Libraries' brand. This position is responsible for developing, implementing and maintaining a consistent and professional image for the Library through creative design solutions for brand, marketing and communications, and built applications. The Creative Lead will work closely with the Manager of Marketing & Communications to integrate strategic and creative directions for all marketing and communications initiatives and oversees the graphic design team.

**RESPONSIBILITIES**

*The following duties and responsibilities are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.*

- ▶ Leads system-wide governance of all internal and external applications of the Library's visual brand, including monitoring use, implementing required alterations, and enforcing brand standards, as required.
- ▶ Acts as primary liaison with Managers, Librarians, supervisors, and branch contacts across the system on all matters related to the Library's visual brand.
- ▶ Leads the creation, maintenance, and management of the diverse graphic standards for the Library's brand and oversees its system-wide iteration and application.
- ▶ Act as lead consultant on all regional projects requiring complex creative and conceptual development.
- ▶ Leads the creative development and oversees implementation of visual communication and signage at all of the Library's branches and facilities.
- ▶ Plans, oversees, creates, and prepares layout of print materials, publications, and digital materials for the library system.
- ▶ Leads creative development and design of all large-scale, regional digital and web projects.
- ▶ Audit current state of "look and user experience" of existing library branches
- ▶ Work closely with the Director, Finance & Facilities on the planning and development of furniture, shelving and equipment that supports the brand and marketing campaigns.
- ▶ Supervises and provides art direction to Graphic Designer 7 (2 positions).
- ▶ Works closely with Manager, Marketing & Communications and Marketing Specialist on the planning and development of brand and marketing campaigns, including project scopes and timelines.
- ▶ Responsible for monitoring expenditures by creative services and ensuring they are tracking on budget.
- ▶ Provides guidance to Graphic Designers regarding pricing, production specifications, and logistics as they work with various external vendors/contractors for printing and fabrication services.
- ▶ Supports project management of the Department's projects and campaigns as required.

- ▶ Leads the development, implementation, and evolution of creative training programs for Library staff across the organization.
- ▶ Develops of policies, procedures and guidelines required for effective and consistent delivery of creative services (i.e. ScreenScape, pull-up banners, etc.)
- ▶ Provides copywriting support for marketing and communications pieces as required
- ▶ Responsible for the selection, purchase, and maintenance of equipment and software
- ▶ Leads art direction of all M&C photo and video shoots.
- ▶ Supports documentation of Library events through photo and video, as required.

## QUALIFICATIONS

**Education & Experience:** University Degree plus five years of related experience or equivalent

### **Specific Knowledge & Technical Experience:**

- ▶ Proven ability to translate complex direction and strategy into visual communication and design required;
- ▶ Proven ability to lead, work, and innovate within an established brand standards required;
- ▶ Proven expertise in leading web and digital design required;
- ▶ Expert knowledge of Adobe Creative Suite required;
- ▶ Demonstrated experience in public speaking and the delivery of training programs required;
- ▶ Proven ability to influence and initiate change within complex organizational structures required;
- ▶ Ability to work in a digital environment, with specific knowledge of a PC and Mac-based graphic design platforms required;
- ▶ Proven knowledge of design principles, best practices, industry trends, and colour theory required
- ▶ Working knowledge of production and pre-production industry standards required
- ▶ Working knowledge of digital photography and videography required
- ▶ Working knowledge of video software such a Premiere Pro and FinalCut Pro required
- ▶ Working knowledge of HTML an asset
- ▶ Supervisory experience an asset

*(Please state whether the above application requirements are met in your resume and/or cover letter.)*

## COMPETENCIES

- **Problem Solving and Decision Making** - Recognizes patterns, uses analytical skills to draw logical conclusions, and makes recommendations for action. Uses a successful and appropriate approach to issues and solving problems. Uses sound judgment in making decisions, despite obstacles or resistance. Recognizes when to seek guidance.
- **Communication Skills** - Listens effectively, transmits information accurately and clearly, in both written and verbal form. Solicits and provides feedback.
- **Creativity / Innovation** - Looks for appropriate opportunities to generate and to apply new and evolving ideas, methods, designs, and technologies. Shows initiative, energy, and enthusiasm.
- **Knowledge of Work** - Pursues and demonstrates expertise. Acquires broad, in-depth, and up-to-date knowledge of the trends and developments in relevant fields.
- **Technological Competence** - Pursues and demonstrates expertise in technology and can apply it as required. Understands the critical and evolving role of technology.
- **Adaptability** - Responds effectively to changes in direction and priorities (both long-term and short-term), and accepts new challenges and responsibilities.
- **Interpersonal / Group Skills** - Builds strong work relationships; is sensitive to how individuals and organizational units function and interact. Respects the dignity and ability of co-workers. Works co-operatively with colleagues both inside and outside formal organizational units. Participates in and contributes to group efforts, supports consensus building efforts. Works effectively with external partners.

- **Leadership** - Ensures achievement of strategic objectives. Establishes and demonstrates high performance standards. Earns trust and respect. Respects and trusts others. Shows integrity. Motivates by coaching, empowering and recognizing the work of others.
- **Organizational Understanding and Global Thinking** - Shows a commitment to the HRL mission. Demonstrates an understanding of the organization, its services and the materials it provides. Understands and accepts his/her role in accomplishing branch or department priorities and the HRL Strategic Plan.
- **Accountability / Dependability** - Accepts responsibility for actions and results. Accomplishes goals, completes tasks and meets deadlines, or gives reasonable notice and explanation. Is productive, while maintaining accuracy and quality.
- **Planning and Organizational Skills** - Identifies and analyzes data. Sets appropriate priorities and objectives, devises effective methods and allocates resources accordingly. Anticipates internal and external changes, trends and influences.
- **Resource Management** - Manages resources, including his or her own time, in a manner consistent with organizational and departmental objectives. Demonstrates a consistent focus on delivering services in a cost effective manner.
- **Service Attitude** - Understands and meets the needs of customers. Addresses their interests and concerns. Is friendly, polite and approachable.
- **Respect for Diversity** - Respects the diverse opinions and beliefs of library customers and co-workers. Appreciates the need to respond to, and reflect, the various communities we serve. Implements the appropriate measures to respond to, and reflect, the communities served.

***This is a unionized position. Preference will be given to internal NSUPE Local 14 employees.***

**While subject to change in accordance with the collective agreement, the normal scheduled hours of work are:**

**Hours:** 70 hours biweekly, full-time

**Schedule:** Monday to Friday (9:00am-5:00pm or 8:30am-4:30pm)

**A competitive remuneration package** will be offered within the classification level 9 pay scale along with flex benefits, pension plan and vacation entitlements.

#### **How to Apply**

Submit your e-mail application (indicating the competition number in the subject line) to Amy Bradley, Human Resources Coordinator at [careers@halifaxpubliclibraries.ca](mailto:careers@halifaxpubliclibraries.ca) by the application **deadline of Thursday, May 4<sup>th</sup>, 2017.**

**In addition to your written application, please supply 5-10 work samples that demonstrate the following creative competencies:**

- Your ability to work and innovate within an established brand and standards.
- Examples of an integrated campaign application an asset.
- Your aptitude and understanding of web and UX design.
- Your aptitude and understanding of digital design (digital signage, social media, etc.).
- Your general creative and conceptual prowess: your capacity for both ideas and execution.
- An example of a large-scale project that impacts a number of locations.
- Samples of designs developed for signage or wayfinding projects.
- Samples of visual communication design or design consulting related to physical spaces and built environments.

**Work samples should be submitted via Dropbox link or link to a hosted online portfolio. Please ensure any links provided remain active for at least 30 days.**

**Current Employees of Halifax Public Libraries:** Please indicate **INTERNAL APPLICANT** in the subject line of your email application if you are a bargaining unit (NSUPE 14) member.

All appointments are conditional upon an acceptable criminal record check report including a vulnerable sector search. More information and the required forms will be provided at an interview and are available at all Halifax Public Libraries branches, including our website [www.halifaxpubliclibraries.ca](http://www.halifaxpubliclibraries.ca)

***Halifax Public Libraries hires on the basis of merit and is committed to employment equity. We encourage all qualified persons to apply and self-identify.***

During the recruitment process, applicants have the right to request accommodation. Applicants invited to participate in an interview or other form of testing and who require accommodation, should discuss their needs when contacted for an interview and/or testing.

We thank you for your interest in employment with Halifax Public Libraries, however, only those candidates selected for an interview will be contacted.