

Job Title: Director, Content Strategy and Delivery

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Posting Id	1064
Department	Library
Location	RHPL - Central
Schedule	Monday to Friday
Employee Group	RHPL Non Union
Rate of Pay	\$122,106.00 - \$142,837.00 Annual
Job Type	Full Time
Replacement/New Position	Replacement
Posting Type	Internal and External
Posting Date	10/25/2021
Application Deadline	11/01/2021

Are you looking for a professional environment that enables you to do your best work? Do you want to work with people who encourage new and courageous thinking? Are you looking for an opportunity to make a tangible impact on improving people's quality of life? The Richmond Hill Public Library is looking for a Director of Content Strategy and Delivery to infuse their leadership influence, contagious positivity and strategic mindset into three areas: Collections, Programming, and a new Digital Content area.

Libraries are in a state of evolution, so we need to adapt. The question is: how? We've just completed work on an exciting and ambitious new strategic plan and our vision is to build world class library experiences that better prepare people for the constant change that happens in their personal lives and in the world around them. That's where you come in...

Reporting to the CEO, we're looking for someone who is focused on the customer, is a natural leader, who has proven experience managing budgets and plans, and who combines creative thinking and data fluency to innovate the strategy and delivery of existing and yet-to-be content products and services.

It's an exciting role. Here's what you'll be responsible for:

- Building off of our new organizational strategic plan, oversee the redevelopment of an integrated and innovative content group that includes collections, programming, and digital content creation;
- Lead the planning, budgeting, policies, acquisition, delivery and measurement of content products and services that scale and adapt to our diverse community's ongoing current and future needs;
- Develop forward-thinking strategies and approaches to transform and optimize collections and programming practices and offerings across digital and physical platforms;
- Develop and launch a new digital content practice that creates standalone and complementary added-value content that informs our community on a variety of topics that are relevant to them (eg. primers, microsites, top 10s, etc);
- Scan and explore current and emerging trends, technologies, culture and events to understand their relevance to our users and then plan how to educate and prepare our community on them;
- Prioritize and lead relevant initiatives in our organization's strategic roadmap;
- Leverage data to measure, analyze and optimize content performance, processes, purchasing, budgeting and other areas of operations;
- Create scalable processes that allow us to more easily, efficiently and responsively plan for and deliver our content services;
- Build and foster community relationships that further your vision and strategies;
- Oversee and negotiate vendor and partner terms and agreements;

- Develop and present policies, reports and presentations for the Board;
- Lead and nurture creative thinking and collaboration within your team and across the organization to build a high-performing and adaptable culture;
- As a member of the Executive Leadership Team, contribute to the leadership, decision-making and strategies that impact the overall organization;
- Build productive and collaborative relationships with our team and our partners at the City of Richmond Hill, and develop new partnerships where opportunities exist;
- Represent our library as a subject matter leader in the sector;
- Other responsibilities that may arise as a member of the executive team

Hard Skills & Experience that you have includes:

- Senior level leadership experience, ideally in a public library;
- Capital and operating budget planning and tracking;
- Strategy formulation and management – you love creating a good framework;
- Policy and report writing;
- Presenting to executives, boards, public and teams;
- Deep understanding of all aspects involved in the development of digital and physical collections; non-book collections experience is an asset;
- Development of in-person and digital programs for customers;
- Experience, or understanding of, digital/web content creation is an asset;
- A vision for how integrating content offerings can deliver more value;
- Knowledge of ILS systems, with SirsiDynix as an asset;
- Proven strong data and analytical skills and experience;
- Measuring the efficiency and effectiveness of content services;
- Project management - ideas are great, implementing them is even better;

Soft Skills you have include:

- Passionate, inspiring and optimistic attitude;
- Customer-focused and purpose-driven;
- Strong communicator;
- Politically astute;
- Proven ability to simplify and reframe complex problems or deeply engrained issues;
- Being a change agent and leading through change;
- Ambidextrous thinker who can balance quantitative with qualitative, pragmatism with creativity, and analytical with emotional;
- Technology savvy;
- Strong ability to prioritize ideas and initiatives;
- Appreciation for the resource and financial implications of your activities;
- Strong relationship-builder, who is diplomatic and respectful while being able to motivate, influence and mobilize people around them;
- Ability to think with perspective on a macro level;
- Comfortable in ambiguity

Please note, to be considered for a career opportunity at the Richmond Hill Public Library you must have received the full series of a COVID-19 vaccine approved by Health Canada (or the World Health Organization). You may also be required to receive any COVID-19 boosters recommended by public health authorities. The Richmond Hill Public Library will consider cases requiring accommodation as stipulated by relevant employment standards legislation or regulation and/or the *Ontario Human Rights Code*.

About Richmond Hill Public Library

Richmond Hill Public Library is committed to inclusive, barrier-free recruitment and selection processes. If contacted to participate in the recruitment and selection process, please advise Human Resources if you require an accommodation.

This position may be relocated to another location in the future to meet service needs for the community. All applicants should understand that the ability to work at any library location is a requirement of this position.

The Library will require a current *Vulnerable Sector Screening* from the successful applicant as a condition of employment.

Attention Internal Candidates: All current City of Richmond Hill employees are required to apply via the **'View Jobs for Current Employees'** link on the **City's Careers Page**.