

**Posted internally and externally at the same time**

**TEMPORARY VACANCY**

**POSTING #:** 19-447EXT  
**POSTING DATE:** July 11, 2019  
**CLOSING DATE:** July 30, 2019

**JOB TITLE:** Indigenous Digital Content Lead  
**LOCATION:** North York Central Library  
Adult Services & Program Development Department  
Service Development & Innovation

**STATUS:** Temporary Full-Time (for approximately two [2] years)

**HOURS PER WEEK & SCHEDULE OF WORK: (Subject to change in accordance with Article 19)**  
35 hours per week. Evenings and Weekends may be required.

**Weeks 1 & 2:**

Monday to Friday: 9:00 am - 5:00 pm

**JOB SUMMARY:**

Under the direction of the Manager, Adult Services & Program Development, and in collaboration with the Indigenous community, including the Indigenous Advisory Council, provides customer service through digital content, digital service planning, leadership and expertise at the system level and coordination of the divisional and cross-divisional delivery of Indigenous digital service.

**DUTIES:**

Digital Leadership Functions:

- Provides expert information in the digital services planning process related to Indigenous services
- Works collaboratively with Adult Services, and the Indigenous community developing digital content and service plans
- Communicates the principles of good Indigenous content design to others in the organization
- Develops digital standards and performance measures
- Participates in the Indigenous Services Committee and other relevant work groups/committees
- Works independently, using independent judgement
- Develops and implements digital content training related to Indigenous services
- Establishes and maintains contacts in the digital government and Indigenous communities
- Coaches and mentors branch and department staff

Service Functions:

- Provides information services
- Identifies user needs and advocates for the user in all digital content and service design activities
- Participates in the development of information tools at the system level
- Participates in system collection development related to Indigenous services
- Performs various duties at the branch and area level such various public services duties as collection development, programming and community outreach

Digital Functions:

- Incorporates usability, accessibility and organizational objectives and support requirements into digital service development
- Develops content calendars, plans and strategies in accordance with Indigenous knowledge and practices
- Creates digital content (images, copy and microcopy) in plain English and optimized for the web
- Uses analytics and data to evaluate and develop web content
- Ensures Indigenous digital services are accurate, relevant, current and optimized both for users and search engines
- Plans, performs, interprets and incorporates the results of usability testing
- Reviews the work of content creators ensuring consistency and excellence
- Publishes content – using various systems
- Reviews developments in the digital content industry and makes recommendations on practices, tools and procedures
  
- Performs other related duties as required

**QUALIFICATIONS:**

- MLS and an undergraduate degree in interactive digital media, or digital communications with two (2) years professional experience or an MLS and five (5) years' relevant professional work experience in digital media
- Education or work experience in Indigenous Studies and a thorough knowledge of relevant resources
- Must have a high level of Indigenous cross cultural awareness, Indigenous post-secondary issues, understanding and sensitivity

- Lived experience as an Indigenous person and/or experience working with Indigenous communities and organizations
- Extensive expertise in digital services and content development professionally for the web and mobile
- Proven experience developing business and user requirements and service plans to achieve user centred digital experiences
- Proven experience using analytics and data to evaluate and develop web content
- Proven experience translating complex findings into presentation and reports at the right level that enables strategic decision making
- Demonstrated experience editing all digital asset types
- Demonstrated knowledge of the principles of web accessibility and usability
- Ability to edit, hand-code and understand HTML and CSS
- Experience working within an agile, multi-disciplinary team environment, and ability to deliver iterative content designs to a development team
- Proven ability to plan and organize work and to solve problems
- Ability to perform work requiring independent judgement and initiative
- Excellent verbal, written and data and information visualization skills

**SALARY:** \$80,553.20 per annum (2019 Rate)

**HOW TO APPLY:**

E-mail your cover letter and resume, quoting the Posting #, to [recruitment@tpl.ca](mailto:recruitment@tpl.ca). We thank all applicants and advise that only those selected for an interview will be contacted.

*The Toronto Public Library invites applications from all qualified individuals. The Library is committed to employment equity and diversity in the workplace and welcomes applications from visible minorities, aboriginal people, persons with disabilities, and persons of any sexual orientation or gender identity.*

*Upon request, accommodation will be provided for persons with disabilities through all stages of the recruitment and selection process.*