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**Position profile: Outreach Manager**

CELA is a national not for profit organization that offers accessible reading services to people with print disabilities in Canada through member public libraries. CELA produces and distributes accessible books in both digital and physical formats, including braille, audiobooks and accessible ebooks. CELA’s collection currently provides access to over 1,000,000 titles.

CELA seeks an Outreach Manager for a fixed term position (April 1 2025 to March 31 2027). Reporting to the Manager, Member Services, the Outreach Manager will lead an intensive outreach and promotions initiative which will increase awareness about CELA nationwide. The ideal candidate will have successfully led outreach campaigns to increase usage of an organization, program or service, ideally within library, educational or disability sectors. The candidate will particularly bring leadership attributes consistent with building awareness of a service to underserved populations.

This is an exciting opportunity to have a positive effect on library services and the lives of readers across the country as part of an energetic, supportive, and dynamic team. This position is a virtual opportunity and we welcome applicants from across Canada.

For more information about CELA, please visit [celalibrary.ca](https://celalibrary.ca).

# **Scope and summary of primary responsibilities**

* Develop and execute a two-year outreach plan in consultation with other CELA staff, stakeholders and partners based on established goals and priorities;
* Research and perform a community analysis on Canadian library, educational and disability sectors to develop training and outreach tools to increase awareness of CELA, with an emphasis on accessing digital materials;
* Create and implement effective marketing campaigns to CELA’s user base, with an emphasis on reaching users in rural, remote and Indigenous communities;
* Develop web content, blog posts, and social media posts to connect with perspective and current CELA users;
* Identify and connect with community disability organizations, library associations, school boards or districts and rehabilitation services to establish sustainable relationships during the contract and beyond;
* Work collaboratively with staff, contractors, partners and external stakeholders ensuring that work is coordinated effectively and information shared;
* Represent CELA at community events and conferences and deliver presentations and training;
* Work with and manage costs within an established budget, tracking and documenting expenses;
* Supervise Outreach Assistant;
* Contribute to required reporting to funders and other stakeholders.

# **Competencies and Qualifications**

* University degree or equivalent combination of education and experience;
* Experience managing complex projects with tight timelines;
* Excellent communication written and oral communication skills in English; ability to read, write and speak French a definite asset;
* Strong knowledge of accessible documentation and media creation practices following accessibility standards;
* Strong public speaker and able to deliver presentations online and in person;
* Experience managing a diverse team;
* Ability to work collaboratively and positively with individuals and groups in a distributed work environment;
* Detail-oriented, self-directed and good at managing time and multiple tasks;
* Experience using technologies to improve task efficiencies and apply creative solutions;
* Extensive quantitative and qualitative reporting experience;
* Experience in libraries, educational sector or disabilities is desirable;
* Knowledge of assistive technology, including braille and braille technology an asset;
* Lived experience with a print disability or other disability is highly desirable, particularly learning disabilities or mobility disabilities that make it difficult to read print;
* Ability to work independently and with minimal supervision in a distributed work environment;
* Technology skills:
  + Standard Microsoft Office software with a focus on Teams, Excel, and Word (required);
  + Drupal content management system or equivalent web content creation software (preferred);
  + Canva or other graphics editing applications (required);
  + Video editing tools with a preference for Adobe Premier Pro (preferred);
  + Database searching with an emphasis on library catalogues (preferred);
  + Social media (Facebook), X (Twitter), Bluesky, YouTube (required).

# **Work Environment**

* Fixed term position from April 1, 2025 to March 31, 2027.
* Position is for 35 hours per week
* Salary: $35/hr
* This is a virtual office opportunity, and the successful candidate will supply their own home office, computer, and reliable internet access
* Reports To:  Manager, Member Services

# **How to apply**

To apply for the position, please provide all the following documents:

1. Please send your résumé and cover letter together in one document, either as a Microsoft Word document or a PDF file.
2. Submit a second document that includes samples of your written work, or links to samples of your written work. Examples can include blog posts, web content, or other written items highlighting your ability to write engaging content for outreach purposes.

Please email all the required documents to [jobs@celalibrary.ca](mailto:jobs@celalibrary.ca), and **quote the job title in the subject line**. Send to the attention of Rachel Breau, Manager, Member Services

Deadline to apply is March 10, 2025 at midnight EDT.

# **Commitment to a diverse and inclusive working environment**

CELA hires on the basis of merit. We are committed to the principle of equity in employment. We welcome diversity and encourage applications from visible minority group members, women, Indigenous persons, persons with disabilities, persons of minority sexual orientations and gender identities, and others with the skills and knowledge to productively engage with diverse communities. All qualified candidates are encouraged to apply, however Canadians and permanent residents will be given priority.

To help ensure that this commitment is met, CELA is committed to working with all candidates that require an accommodation. If you require an accommodation, please state in your cover letter what accommodation you require and CELA will work with you to meet your needs at every stage of the recruitment and selection process.

We welcome applicants from across Canada to apply, even if you do not meet every qualification. We thank all applicants for their interest in CELA, however, only those selected for an interview will be contacted.