



∴ ontario library association

Position Title: Training & Event Producer, permanent full-time (37.5 per week)
Reports to: Director of Education
Direct Reports: None
Location: Remote/In-person as required
Band: 4

Mandate: Reporting to the Director of Education, the Training and Event Producer will play a key role in furthering the strategic objectives of the Association. The Training & Event Producer supports the end-to-end planning, coordination, and execution of a diverse portfolio of in-person, virtual, and hybrid events - including conferences, workshops, tours, and podcasts. This role supports the Director of Education to ensure that all programming is engaging, inclusive, accessible, and aligned with OLA's strategic goals and brand standards. This role functions within the OLA Programs team, and liaises with OLA sectors, committees, communities of practice, The Partnership, and the broader library community. The OLA Programs Team is responsible for generating approximately 70% of OLA operations budget.

The Training & Event Producer is responsible for the following:

1. Strategy and Planning

- a. Lead the design and delivery of educational events, applying project management principles and collaborating with internal teams, committees, and communities of practice.
- b. Provide strategic guidance to planning committees to ensure programs incorporate effective instructional and engagement methods.
- c. Identify and recruit speakers, panelists, and moderators based on relevant expertise and current issues.
- d. Stay informed on current emerging event technologies and platforms to recommend optimal solutions for the future. .
- e. Manage content preparation for virtual events, ensuring compliance with presentation best practices.
- f. Curate and coordinate the annual calendar of virtual events for the Partnership.
- g. Cultivate relationships with community partners and library professionals to support speaker recruitment and committee participation.
- h. Collect and analyze participant feedback, producing post-event reports and sharing insights with stakeholders.
- i. Monitor trends in programming within the GLAM (Galleries, Libraries, Archives, Museums) sector.
- j. Coordinate the library tour schedule throughout the year as well as at Super Conference.

- k. Produce the Library Land Loves podcast, including overseeing the planning, recording, and editing of each episode, ensuring high quality-content and smooth production from concept to release.
- l. Supporting the compiling of Library environmental scan results in order to identify needs and gaps in sectorial professional development.

2. Marketing & Communications:

- a. Lead promotional efforts for all events, crafting compelling content for web pages, newsletters, social media, and sponsor recognition.
- b. Develop consistent communication strategies for attendees and stakeholders, including event updates, scripts, and messaging.
- c. Collaborate with the Communications Officer and Director of Education to align marketing strategies and schedules.
- d. Manage digital assets to support event branding and outreach.

3. Event Management & Coordination:

- a. Ensure a welcoming and inclusive environment at all events, delivering opening remarks as needed and providing onsite and virtual support.
- b. Support with the coordination of logistics such as venue bookings, catering, AV services, and other vendor arrangements.
- c. Oversee speaker onboarding, including technical training, rehearsals, and pre-event checks.
- d. Attending virtual events, acting as virtual host (initiating/record/troubleshooting), and providing live technical support.
- e. Monitor event performance and identify improvements or opportunities for increased engagement.
- f. Assist with planning and logistics for flagship premiere events such as the Super Conference and the Forest of Reading Festival.
- g. Support with member customer service pertaining to events and programs.

4. Records Management

- a. Maintain organized records and digital file systems for the Education Team.

5. Financial Management

- a. Responsible for the budget for the Copyright Committee, Marketing Libraries Think Tank Committee, the Special Libraries Committee, and the Education Institute, with support from the Director of Education.
- b. Meet with the Director of Education to apprise of concerns as needed.
- c. Meet with the Deputy Director to review budget vs. actual on a quarterly basis.
- d. Support the Finance Team on reporting earnings and royalty payments for the Education Institute to The Partnership members.
- e. Work with the Director of Education and the Deputy Director on establishing pricing standards for events, programs and conferences for both OLA and the Education Institute.

6. Web Development and Maintenance

- a. Responsible for the design and content management virtual programming and OLA educational archives on YouTube.
- b. Develop branding, voice, content strategy, copywriting and editing, accessibility, and functionality of OLA's virtual programming.

7. Committees and Communities of Practice Lead:

- a. Special Libraries
- b. Copyright
- c. Marketing Libraries Think Tank
- d. Community-Led Libraries
- e. The Partnership Board (secretary/notetaker)
- f. The Partnership (Education Institute)
- g. Library as Place (support)
- h. Child & Youth Expo (support)

8. Relationship Building

- a. Supports and fosters positive relationships with external and internal stakeholders such as the Association's Committees, Task Forces, volunteers, vendors, and government and private sector organizations.
- b. Identifies, pursues, and maintains appropriate external partnerships and alliances with community leaders, agencies, corporations, foundations and governments to further the programs and services of the Association.
- c. Working with OLA Committees and volunteers, supports program and project delivery.

Qualifications:

- University degree in the areas of education, library or event planning is preferred.
- Minimum three years' experience in any of the following areas: adult programming, digital event production, event management.
- Strong organizational and project management skills for managing multiple project responsibilities; familiarity with PM tools like Asana, Microsoft planner.
- Strong interpersonal skills, knowledge, and experience in building, shaping and maintaining productive partnerships.
- Proficient with Zoom and other virtual event and meeting technology.
- Proficient with WordPress or similar website back end.
- Experience with video editing and post-production tools.
- Demonstrated ability to use social media to expand the audience for events.
- Excellent writing and verbal skills; ability to edit and proofread; understanding of basic layout for promotional communications.
- Proven ability to take a professional approach to work; works accurately and well under pressure.
- Ability to work with strict deadlines
- Self-starter who can work independently and with the OLA team

Assets (not mandatory but desirable)

- Fluency in French
- Professional association experience

Working Relationships:Internal Contacts

- Director of Education-primary
- OLA Staff, including the Executive Director
- OLA Board, Councils, and Committees
- Volunteers/Members
- Service providers

External Contacts

- Vendors, suppliers and sponsors
- Governments and Funding sectors

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