

# City of London - Application for Appointment to a City of London Board or Commission

## Application

Please choose the Board or Commission you are interested in serving on: **London Public Library Board**

## Contact Information

Name: **Erin DeCoste**

City: **London**

Province: **ON**

Postal Code: **N5V 4C7**

## Experience and Qualifications

If you have experience on a London Board or Commission, please provide dates and details. (max. 3000 characters):

**I do not have experience on a London Board or Commission; however I do see the work that they do on a daily basis in my role as Business Development Manager at RBC Place London (London Convention Centre).**

What do you hope to contribute or learn as part of a Board or Commission? (max. 3000 characters):

**I am a fierce advocate of our local community and what London has to offer. With one foot in the business world and one in the community, I hold a unique position to drive change in both. I am a strong communicator with experience writing for and speaking to diverse audiences. I am passionate about bringing the world to London through conferences and conventions and truly believe those events drive social and economic change in our city.**

**I hope to develop my leadership skills by learning from others and to further establish and grow my network. I would like to make a real difference and play a key role in the success of the library system in the city of London.**

How will you support the work of a Board or Commission? (max. 3000 characters):

**I would be a fierce advocate of the values that the London Public Library holds, especially community engagement, diversity, inclusiveness and intellectual freedom. I would work to support decisions that help the London Public Library remain a place that strengthens London's citizens and neighborhoods. I would bring to the Board enthusiasm, perseverance in the face of adversity, and a willingness to learn and adapt.**

Please describe additional experience, training, or community involvement that will help you in your role as a Board or Commission Member. (max. 3000 characters):

**Currently, I work as a Business Development Manager at RBC Place London. I have been in this role for three years and before that worked here as a Sales and Marketing Coordinator. I have work experience in marketing, communications and journalism. I have an Honours Bachelor of Arts in English from the University of Toronto and a post-graduate diploma in Journalism from Humber College. I'm an avid reader and a frequent patron of the East London library branch!**

Attach resume or other document here, if needed: **Resume.ErinDeCoste.pdf**

Attach more files here, if needed:

## Confirmations

I declare the following: **I am a resident of London. ; I am at least 18 years old.; I am not a City employee or Council member.; I understand that my application and any attachments will be included on a public agenda that is published on the City website.**

To help inform our outreach activities, please tell us how you heard about this opportunity:  
(optional):

If you selected 'Other', please specify:

Submitted on: **10/13/2022 2:49:30 PM**

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# ERIN DECOSTE

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London, ON • N5V4C7

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## PROFESSIONAL PROFILE

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- Excellent editorial skills with a sound understanding of writing for the web and engaging online audiences
  - Adept at Microsoft Suite, Content Management Systems, and Adobe Suite (including Illustrator, Photoshop and InDesign)
  - Motivated and self-directed when working independently
  - Strong interpersonal and communication skills developed through working with others
  - Proven experience in project and time management
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### Marketing:

- Supported and implemented digital marketing plan for the London Convention Centre and a major software company
- Managed website using Content Management System, as well as curated and maintained photographic and video library archive
- Drafted press releases and other marketing material
- Evaluated target markets and proposed marketing strategies
- Maintained social media channels and responded to client feedback
- Created and tracked online surveys from clients

### Creative:

- Created internal e-newsletter and external direct mail projects through MailChimp and Constant Contact
- Created design of external and internal projects and marketing material, including advertisements for print production
- Drafted and created internal reports for management and board of directors
- Provided creative and administrative support for bid and contract preparation for team

### Project Management:

- Responsible for the planning and execution of in-house events which range vastly in scale from 100 attendees up to 1200 attendees
  - Key figure behind the conception and implementation for new annual events
  - Responsible for scheduling and tracking internal and external projects
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## EMPLOYMENT EXPERIENCE

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<b>Business Development Manager</b> , RBC Place London (London Convention Centre)	Present
<b>Sales &amp; Marketing Coordinator</b> , London Convention Centre	2018-19
<b>Freelance Reporter</b> , Business London Magazine, London, ON	2017-18
<b>Marketing and Communication Specialist</b> , Loris Technologies, Toronto, ON	2014-16
<b>Editorial Assistant</b> , CBC, Toronto, ON	2012-13
<b>Web-Writer</b> , CTV, Toronto, ON	2011-12
<b>Reporter</b> , The Ladysmith Chronicle, Ladysmith, B.C.	2010-11

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## EDUCATION and AWARDS

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<b>Post-Graduate Journalism Certificate</b> , Humber College, Toronto, ON	2010
<ul style="list-style-type: none"><li>• Recipient of the 2011 Collegiate Columbia Scholastic Press Award</li></ul>	
<b>Honours Bachelor of Arts</b> , University of Toronto, Toronto, ON	2007