

# 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: **Jennifer Matthews**

City: **London**

Province: **ON**

Postal Code: **N6H 0G3**

## Experience and Qualifications

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

**As of yet, I do not have any experience on a London Board or Commission. Versatile skill set with extensive experience in customer service and relationship building. Excellent communications skills, both verbal and written. Ability to work in a fast-paced environment and adapt quickly to new and challenging situations.**

### **EMPLOYMENT EXPERIENCE**

**CEO, BBB Serving Western Ontario—July 2021-present**

**Established administrative policies and procedures for all regional BBB operations. Collaborated with Board of Directors in the development of strategic initiatives and long-term goals. Evaluated existing programs to improve delivery and increase effectiveness. Identified issues, trends, and needs that develop in the marketplace which impact the BBB, its members, and the public. Managed the finances of BBB, including the drafting of an annual budget and long-range forecasts. Developed and supervised attraction and retention of accredited businesses. Created new community partnerships with local industry groups to further enhance the profile of BBB.**

**Communications Manager, Grand Theatre, London—July 2019-July 2021**

**Developed creative content for print materials. Coordinated the publishing of all house programs, ensuring accuracy and visual appeal. Developed strong media relationships and facilitated all interview requests with staff, cast, and creative team members. Pitched stories to news outlets, increased the frequency of earned media, raising the profile of on-stage and upcoming productions. Worked with directors and stage managers to determine selling scenes of individual productions, and presented at Media Calls. Wrote and distributed media releases, responding to follow-up requests for information.**

**Co-Owner, Porky's BBQ & Leisure Inc.--2003-2020**

**Built and maintained a profitable retail company for 17 years. Responsible for inventory control, supplier management, customer sales. Wrote and edited all advertorial content for local publications. Developed superior customer service and problem-solving skills. Analyzed financial reports, and worked with accounting team to ensure maximum profitability and detailed revenue forecasting.**

**Senior Content Editor, Best Version Media—July 2018-July 2022**

**Profiled local families and businesses for stories in community magazines. Edited all expert contributor content for grammar, layout, and length. Interviewed advertisers and produced business profile articles for publication. Collaborated with publisher on upcoming content and layout and design.**

### **VOLUNTEER EXPERIENCE**

**Board Member, CISV London 2010-2012**

**Board Member, Better Business Bureau Serving Western Ontario 2016-2021**

**Board Member, Canadian Club of London, currently serving as Vice President**

### **EDUCATION**

**University of Waterloo—Bachelor of Arts, Applied Studies/English Literature-1994**

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

**Supporting organizations that further accessibility to literacy, information, and technology is crucial to being a member of a community. I would be interested in learning more about the direction the library is taking in the next 5-10 years and beyond, and how this direction intends to fulfill the needs of that community as it grows and evolves.**

**My experience with growing and operating an independent business in London, as well as my work in the regional businesses community through BBB has given me leadership and decision-making skills that would be beneficial to the Board.**

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

**As a member of the Board, I would feel it is imperative to work as an active advocate for the organization and the invaluable services it provides to the community at large. Upholding the values, supporting the strategic priorities announced in the strategic plan, and aligning with the needs of the Library are key to this role.**

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

**While an employee of the Grand Theatre, I was given the opportunity to participate in anti-oppression learning through Shifting Perspectives. While I acknowledge that learning in this area is never complete, I do feel that it allowed me to start that journey of unconscious bias awareness.**

**Living in London, running a local business, being involved with arts and culture organizations, and a passion for language and literature are all assets that I would bring to the role on the Board.**

Attach resume or other document here, if needed: **JMatthews Resume.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): **Social media**

If you selected 'Other', please specify:

Submitted on: **10/19/2022 4:16:05 PM**

## **PROFILE**

Versatile skill set with extensive experience in customer service and relationship building. Excellent communications skills, both verbal and written. Ability to work in a fast-paced environment and adapt quickly to new and challenging situations.

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