

Digital Communications Specialist

ACCES Employment is a leader in connecting employers with qualified employees from diverse backgrounds. More than 16,000 job seekers are served annually at five locations across the Greater Toronto Area. As a not-for-profit corporation, **ACCES** receives funding from all levels of government, corporate sponsors, various supporters and the United Way Toronto.

We are looking for a skilled and career-oriented individual who thrives in a flexible and innovative environment. ACCES offers an excellent benefits package, a RRSP matching program, and an Employee & Family Assistance Program.

This is an exceptional career opportunity for a results-oriented team player with demonstrated skills in a very dynamic, not-for-profit organization. Reporting to the Sr. Manager, Marketing and Communications, the position of Digital Communications Specialist will be responsible for developing and implementing various online communications strategies and materials for the organization related to online services, website and social media. This position is an integral member of a cross-functional marketing team. This is a non-unionized position.

Duties and Responsibilities:

- Oversee the strategy and maintenance of ACCES social media platforms and campaigns in collaboration with the Senior Manager and the Manager, Marketing & Communications and create and maintain content for ACCES' external website and intranet
- Design, develop, and deploy Strategic Communication Plans related to the website, Digital Strategies, and Social Marketing together with the Senior Manager
- Writing and development of online services communications including curriculum modules, client communications materials, staff support materials and other documents as required
- Provide communications support in the development and implementation of online services processes as required in collaboration with the Project Manager, Online Services
- Conduct outreach or training to facilitate user adoption of new platforms
- Evaluate, assess, monitor and measure the impact of performance and effectiveness of communication and outreach tactics and overall plans
- Write and edit communication plans and materials (factsheets, reports, briefings, posters, brochures, digital media postings, blogs, video scripts, leadership messaging, eNewsletters, eNews Blasts etc.) for use in multiple engagements and forums through media channels/platforms
- Prepare and coach senior leaders on communication best practices and outside industry research, planning strategies, new innovative social media tactics and platforms
- Conduct research as necessary to build benchmark metrics and develop baseline assessments
- Assess and routinely measure current communications capabilities, building reports for senior leaders

Qualifications and Experience:

An organized self-starter with experience and education in the following areas:

- Advanced degree in communication, writing, English, or related field

- 3-5 years' experience developing, designing strategic communication plans and digital strategy, including the full lifecycle of communication planning and social marketing
- Ability to research, conduct data gathering and gap analysis on existing communication strategies
- Expertise in developing approaches, frameworks, and strategies for communication at the organizational and tactical level
- Talent in integrating digital communication tactics into communication planning, including SharePoint sites, knowledge management platforms, websites, social media platforms, blogs, podcasts, and video elements
- Exceptional ability to prioritize, problem solve and respond to urgent situations while consistently meeting competing deadlines
- Excellent interpersonal skills with the ability to work independently and with others as a team
- Excellent in written and verbal communication, with strong planning and organizational skills
- Strong computer skills including: HTML, PowerPoint, Excel, Access, Publisher and Word
- Experience with Adobe Design Suite (C55) would be ideal

Skills and Competencies:

- Social media platforms, social Marketing
- Superior communication and presentation skills.
- Results orientation.
- Customer focus.
- Team player.
- Adaptability and flexibility.
- Creativity and innovation.
- Ability to take initiative.
- Collaborative decision making.
- Ability to navigate and manage change.
- Ability to prioritize, strong time management skills and flexibility to respond to time sensitive issues and frequently changing priorities while meeting competing deadlines.

Interested persons should send their resume with a covering letter

ACCES Employment Hiring Committee

By email: hr@acesemployment.ca

Please Note: This position will be posted until it is filled. We will be reviewing resumes as they are submitted.

ACCES Employment is an equal opportunity employer. We thank all applicants for their interest; however only those selected for an interview will be contacted. Candidates may be requested to complete a screening video interview using Spark Hire.

ACCES is strongly committed to fostering diversity within our community. We welcome those who would contribute to the further diversification of our staff including, but not limited to, women, visible minorities, aboriginal people, persons with disabilities and persons of any sexual orientation or gender identity.

ACCES Employment is also committed to developing inclusive, barrier-free selection processes and work environments. If contacted in relation to an employment opportunity, please advise our HR representative or hiring manager of the accommodation measures if required which would enable you to be interviewed in a fair and equitable manner. Information received relating to accommodation measures will be addressed confidentially.