

Content and Design Specialist

Autism Ontario is a charitable organization with a history of over 49 years representing the thousands of people on the autism spectrum and their families across Ontario. Made up of knowledgeable parents, professionals, and autistic self-advocates who can speak to the key issues that impact autistic individuals and their families, Autism Ontario is the province's leading source of information and referral on autism, and one of the largest collective voices representing the autism community. There are seven regions across the province of Ontario.

Job Description

Title: Content and Design Specialist

Position Overview

As the Content and Design Specialist, you will be responsible for designing, planning, coordinating, and implementing print and online content such as social media posts, advertising, workshops, webinars, and web content that supports families and professionals in relation to autism across the province.

This position works collaboratively with parents, staff, and professionals to coordinate and successfully increase awareness of Autism Ontario's advocacy, services, supports, and fundraising events.

Key Responsibilities

Brand, Design, and Content Development

- Lead the development, continued adherence to, and execution of Autism Ontario's brand guidelines and external content. Develop internal and public-facing external content in collaboration with a variety of subject matter experts and sources across the organization.
- Create digital communications and resources, public awareness messaging, social posts, and media releases as determined in collaboration with Manager, Communications & Resource Development.
- Develop a variety of engaging digital media (i.e., videos, photos, graphics, animations, PDFs, forms, toolkits, tip sheets, infographics, logos, etc.) that meets brand guidelines.

- Maintain and update Brand Guidelines document, including brand fonts, colours, and logos based on developed brand strategy (identity, positioning)
- Create brand/marketing asset templates for social media platforms, website pages, and email newsletters from developed brand creative leveraging layout, formatting, inclusive and accessible design best practices. Provide support for the development and execution of various campaigns (fundraising, awareness, advocacy, etc.)
- Work collaboratively with other team members to review copy and secure French translation where required.
- Work with the communications team, program owners, subject matter experts, and regional staff to ensure consistent branding and up-to-date content on all Autism Ontario materials including web, online, and print media.
- Recommend timely immediate, short- and medium-term strategies and actions to address issues.
- Create how-to training documents and tip sheets to explain how templates work and facilitate staff training on brand guidelines, design, and accessibility best practices.

Communications

- Review and oversight related to design and copy editing, including *Autism Matters*, newsletters, website, e-blasts, announcements.
- Support regional teams by reviewing e-news copy monthly and making suggestions for improvement as required.
- Review and conduct ongoing website content audits and update as needed.
- Develop and maintain website content; identify improvements and updates; and make recommendations to the Communications team regarding future content.
- Build and expand current relationships with the autistic community through avenues including but not limited to the Autistic Creativity initiative.

Strategy – Planning & Execution

- Provide support to the development and execution of campaigns and strategy.
- Design, launch, review, and report on campaigns as assigned by Senior Management Team.
- Continue to inform existing social media strategy, in collaboration with the Social Media Specialist and Manager, Communications & Resource Development.

Qualifications

- Bachelor's Degree with a minimum of 3 years of experience working in a related discipline. An equivalent combination of education and similar experience will be considered.
- A background in marketing and communications with experience in event management, education or training is preferred.
- Familiarity with Drupal 8 and content management systems.
- Experience with graphic design software such as Adobe InDesign, Canva, etc.
- Fluency in written and oral French is strongly preferred.
- Experience working with a charitable organization, volunteers, and community partners.
- A proven track record of working with community service providers within a not-for-profit organization.
- Demonstrated experience managing multiple projects or programs; strong attention to detail.
- Strong written and verbal communication skills are required as is the ability to work collaboratively with partners and stakeholders.
- Must be proficient with various computer programs including database management, Microsoft Office application and a demonstrated level of expertise in social media.
- Must be self-motivated, innovative, and flexible.
- The role requires the ability to work evenings and weekends. Must be flexible to travel to multiple locations across the province.
- A valid Ontario driver's license and access to a vehicle is required from time.

Interested candidates should submit a resume and cover letter to hr@autismontario.com.

We thank everyone for their interest in this position; however, only those candidates invited to interview with us will be contacted.

Autism Ontario is an equal opportunity employer committed to diversity and inclusion. We are pleased to consider all qualified applicants for employment without regard to race, colour, religion, sex, sexual orientation, gender identity, national origin, age, disability, protected veterans' status, or any other legally protected factors.

Autism Ontario is committed to providing a barrier-free work environment in concert with the *Accessibility for Ontarians with Disabilities Act* and the Ontario Human Rights Code. As such, Autism Ontario will make accommodations available to applicants with disabilities upon request during the hiring process.