

Communications Specialist, Marketing Content

Autism Ontario is a charitable organization with a history of over 50 years representing the thousands of people on the autism spectrum and their families across Ontario. 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. Our mission is to create a supportive and inclusive Ontario for autism, and we value collaboration, respect, accountability and being evidence informed.

Job Summary:

Title: Communications Specialist, Marketing Content

Location: Hybrid; primarily remote, but with occasional travel to Toronto Provincial Office or a regional office as needed

Hours: 37.5 hours per week

Salary: \$65,000 - \$70,000/year

Duration: One-year contract

Role: Existing vacancy

Position Summary:

The Communications Specialist, Marketing Content will lead Autism Ontario's digital content and marketing strategy for various campaigns and initiatives, overseeing and managing website content, social media planning, email marketing, and the content development of digital resources. Working collaboratively and closely within the Communications team, this role will plan and implement strategies to enhance Autism Ontario's digital presence, increase engagement across platforms, and support cross-departmental campaigns. As the primary driver behind digital campaigns, this role will take the lead on conceptualizing, creating, and implementing content strategies, positioning content development as the first touchpoint and foundation for campaign success.

This role requires a creative, strategic thinker who is a self-starter, possesses strong project management skills, and is comfortable working both independently and collaboratively across teams.

Key Responsibilities

- Lead the development, implementation, and ongoing evaluation of Autism Ontario's digital content strategy.
- Create a social media content calendar and strategy to guide consistent, high-quality digital engagement across multiple platforms (social media, website, email).
- Collaborate with internal departments to support cross-departmental digital campaigns, ensuring content aligns with organizational goals and campaign objectives.

- Provide recommendations for content improvements based on audience trends, analytics, and best practices in digital marketing.
- Oversee and manage content on the Autism Ontario website, ensuring information is accurate, up-to-date, and aligns with Autism Ontario's brand and audiences.
- Plan and coordinate monthly social media calendars, collaborating closely with other teams to support cross-departmental digital campaigns.
- Lead email marketing efforts, including campaign development.
- Manage and develop digital resources, collaborating with Communications team members with design competencies, to produce engaging materials that support Autism Ontario's strategic goals.
- Stay current with digital marketing trends and bring fresh, outside-the-box ideas to enhance Autism Ontario's online presence.
- Other duties as assigned.

Qualifications:

- Degree or diploma in digital marketing or a related field, with a minimum of 3-5 years of experience in digital content development and strategy or a related discipline.
- Proven experience in content strategy, social media management, website content management, and digital marketing.
- Excellent written and verbal communication skills, with strong editing, copywriting, and storytelling abilities.
- Skilled in project management, with a proven track record of planning, coordinating, and executing digital campaigns.
- Experience with content management systems (e.g., WordPress), email marketing platforms, and social media tools (e.g., Meta for Business, Hootsuite).
- Basic graphic design skills and familiarity with tools such as Canva is preferred.
- Fluency in written and oral French is an asset.
- Knowledge of SEO principles and digital accessibility standards is an asset.
- Experience within the nonprofit sector or in roles focused on advocacy or public awareness preferred.
- Demonstrated commitment to principles of social justice, neurodiversity, equity, inclusion, anti-racism, anti-Black racism, anti-ableism.
- Ability to work collaboratively with internal teams and external stakeholders to drive content goals.
- Strong interpersonal skills, with a proven ability to engage effectively with online audiences.

Autism Ontario offers a great work-life balance, a competitive benefits package and RRSP contributions. Some of the perks of joining our team include:

- Flex Hours
- Hybrid working model
- Semi-casual dress code

- 3 weeks vacation, plus years of service days
- 10 paid personal days
- Competitive Benefits Package with Healthcare spending account (including Health, Dental, EAP, Vision and more)
- RRSP Contributions
- Professional development opportunities
- In person team building activities
- A workplace culture that promotes both a collaborative and independent work environment
- You'll be joining a team of passionate individuals who are looking to make a difference.

Interested candidates should submit a resume and cover letter by accessing the following link: **JazzHR link to go here**. 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 maximizing the diversity of our organization, and actively encourages individuals on the autism spectrum and from all equity deserving groups to apply. We welcome 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.