



Job # 12.19

Job Title: Marketing & Communications Specialist

Closing Date: May 10, 2019

Location: Toronto, ON

Duration: 8 weeks, 40 hours per week

Salary Range: \$ 14.00 / hour

Job Type: Summer

The Role

Under the supervision of the Senior Administrator, the Marketing and Communications Specialist would be responsible for managing social media marketing campaigns and day-to-day activities on CCRW's Facebook, Twitter, Instagram and LinkedIn pages. For example, s/he would be responsible for researching topics and developing content related to today's Canadian jobseekers with disabilities as well as managing all published content (images, videos, and written) to ensure full accessibility. The Marketing and Communications Specialist will also work with the Senior Administrator in developing content for the CCRW website while verifying the current content for accuracy and accessibility. The Marketing and Communications Specialist will also liaise with the program managers to incorporate additional content related to each specific program with the goal of improving CCRW's website traffic and user-friendliness.

The main accountabilities for this position include but are not limited to:

- Managing social media marketing campaigns and day-to-day activities on CCRW's Facebook, Twitter, Instagram and LinkedIn pages
- Developing content for the CCRW website while verifying the current content for accuracy and accessibility
- Working closely with the Senior Administrator in developing the content, accessible format, and general layout of CCRW's 2018-2019 Annual Report.
- Will be responsible for developing infographics showcasing CCRW's key accomplishments during the 2018-2019 project year that can also be incorporated into CCRW's website and supplementary marketing materials.
- Will be responsible for updating two standard outreach presentations highlighting CCRW's programs and services across Canada; one presentation template geared towards Canadian job seekers with disabilities and the other promoting the business case for hiring people with disabilities which will be geared towards employers, featuring dynamic content that will also be accessible and user-friendly. These template presentations can then be customized by each CCRW program across Canada depending on regional need

Who are you:

A Marketing and Communications Specialist is an engaging and self-motivated individual possessing excellent computer skills including MS Office. The Marketing & Communications Specialist should also be comfortable using social media platforms such as LinkedIn, Facebook, Twitter, and Instagram.

Requirements to be considered for this job:

- This position is funded by Canada Jobs and the person hired must be born after July 1, 1989, be a Canadian citizen, permanent resident or a person on whom refugee protection has been conferred under the *Immigration and Refugee Protection Act* and is legally entitled to work according to Ontario regulations. International students are not eligible.
- Students enrolled or recently graduated from post-secondary programs (including college-level certificate or diploma programs as well undergraduate or graduate degree programs) focusing on business administration with a marketing focus; advertising and journalism; or publishing and integrated media.
- Experience with identifying disability-related barriers in social media and technology
- Creative, organized, innovative and enthusiastic
- Ability to work well independently and in teams
- Ability to prepare comprehensive proposals and reports.
- Proficiency in MS Office Suite (including Outlook, PowerPoint, Word, and ideally Publisher), Skype, Adobe Connect/Zoom Meeting and Office 365 (including SharePoint)
- Proficiency in WordPress, marketing campaign development, social media marketing (including Facebook, Twitter and LinkedIn)

Interested applicants are invited to submit a cover letter and current resume to:

Careers@ccrw.org

Please quote Job # 12.19

We thank all applicants for their interest, however, only those selected for an interview will be contacted.

CCRW is committed to workplace inclusion. Candidates of diverse backgrounds are encouraged to apply. If you require an accommodation at any point in the application process for this position, please email

careers@ccrw.org