

**Marketing and Communications Specialist – 1 Year Contact**

**ACCES Employment** is a leader in connecting employers with qualified employees from diverse backgrounds. 25,000+ job seekers are served annually at five locations across the Greater Toronto Area and through our online services. 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 thrive 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 Director, Marketing, Communications & Digital Strategies, the position of Marketing and Communications Specialist will be responsible for internal and external promotion, public relations and branding of the whole organization as an integral member of a cross functional marketing team. This is a non-unionized position.

**Duties and Responsibilities:**

- Develop and implement media relations campaigns on key issues related to the organization contributing to the establishment of ACCES as a thought leader in the sector
- Manage and organize special events such as the Annual General Meeting, fundraising events, membership events, employers' events, alumni events, etc.
- Facilitate the development and design of marketing materials such as: brochures flyers, newsletters, press releases, letters, etc. in collaboration with the Director, Marketing, Communications & Digital Strategies
- Contribute to the strategy of ACCES social media platforms and campaigns in collaboration with the Director, Marketing, Communications & Digital Strategies and create and maintain content for ACCES' external website and intranet
- Research "current issues" relevant to ACCES (e.g. funding related, employment trends, government policies and announcements, etc...)
- Manage marketing and communications support for engaging corporate sponsors (e.g. conducting research, follow-up/thank you letters, ensuring sponsorship benefits are in place, etc...)
- Work in collaboration with program and site managers in the development of marketing and local outreach plans to increase the number of participants using our services
- Conduct focus groups and surveys, determining ways to provide better customer service to our clients, employers and members
- Supervise staff assisting/participating in Marketing events
- Enforce procedures established to protect worker health and safety
- Other duties as assigned including support of site functions/activities and staff supervision as required.

**Qualifications and Experience:**

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

- Post secondary education in Marketing/Communications or related field
- 5 years work related experience in Marketing and Communications with approximately 2 years of management experience
- Demonstrated skills and experience in developing and implementing communication and marketing strategies that support the achievement of organizational goals
- Good understanding of labour market issues, key stakeholders and dynamics of immigrant services sector in Ontario
- Relevant project and special events management experience
- Relevant fundraising and sponsorship support experience
- 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: Word, PowerPoint, Excel, Access, Publisher
- Experience with Creative Cloud Suite, Adobe Design Suite (C55)

Interested persons should send their resume with a covering letter to:

**ACCES Employment Hiring Committee**

**By Email: [hr@acesemployment.ca](mailto: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.*