



JOB DESCRIPTION

JOB TITLE	Children's Services Communications and Marketing Specialist
DEPARTMENT / PROGRAM AREA	Children's Services
REPORTING TO	Supervisor, Children's Services Data and Early Years Programs
EFFECTIVE DATE	December 2022
SALARY	Band 6

JOB SUMMARY

Under direction of the Supervisor, Children's Services Data and Early Years Programs, the Communications and Marketing Specialist will be responsible to contribute to the development, implementation and promotion of the Children's Services communication, marketing and capacity building strategies related to the early years and child care sector.

The Children's Services Communications and Marketing Specialist will assist to find and create efficiencies within the department in accordance with DNSSAB's strategic plan, program priorities, service system plans, policies, procedures, legislative requirements, provincial interests and guidelines.

JOB DUTIES AND RESPONSIBILITIES

- In collaboration with the Children's Services Team and in consultation with community partners and stakeholders, contribute to the development, implementation and promotion of the department's communication and marketing plan, including but not limited to promotional materials, social media, website, videos, etc.;
- Contribute to the ongoing development and provide regular updates pertaining to the Children's Services website;
- Participate in the implementation of the capacity building strategies by assisting with the creation of professional learning videos and marketing materials related to recruitment of professionals to the early learning and child care field, and measure the effectiveness of all campaigns;
- Create documents, manuals, handbooks, reports, etc.
- Identify target audiences and create strategies to effectively engage them;
- Align digital marketing content with DNSSAB's brand, identity and message;
- Contribute to the development of service system plans and consultations, as required;
- Participate in the implementation of service system plans, as required;
- Ensure teamwork and a collaborative approach with the entire Children's Services team and sector;
- Ensures all requirements pertaining to French Language Services Act are met.

As a DNSSAB employee, the position is responsible for creating, maintaining and actively participating in a respectful workplace that is free of all forms of harassment, discrimination and violence.

QUALIFICATIONS

- Post-Secondary Diploma in Marketing or related field or an acceptable combination of education and experience;
- One (1) to two (2) years of experience in communications or marketing strategy development within the public sector, preferably social services or early learning and child care;
- Demonstrated ability in communication/marketing/public relations;
- Demonstrated understanding of Ontario's Early Years and Child Care System;
- Demonstrated understanding of graphic design and video production principles;
- Knowledge of digital marketing tactics;
- Excellent critical thinking skills and the ability to exercise good judgment;
- Excellent verbal and written communication skills;
- Excellent working knowledge of Microsoft Office Suite, ADOBE, and other marketing and communication tools such as Canva, Camtasia, etc;
- Ability to work in a stressful, fast-paced environment;
- A valid Ontario Driver's License and a vehicle available for use on the job.