Marketing Specialist
Full Time, Contract (12 months)

Are you a skilled Marketing Specialist who wants to bring your creativity to help individuals with Autism Spectrum Disorder (ASD) and their families to fully participate in their communities? If so, we encourage you to apply.

About Us:

Geneva Centre for Autism (GCA) is a pioneer in developing leading edge training, programs and services that serve as models for other organizations throughout the world. Our mission is to enable people on the autism spectrum to learn, to live and to engage in their communities.

The Role:

The Marketing Specialist will be responsible for working with marketing and business units to execute all marketing and outcomes for the GCA and Foundation. This includes, but is not limited to, coordinating and maintaining the marketing calendars and plans, creating & managing content and graphics, and executing initiatives across key channels including email, web, Facebook, Instagram, YouTube, and others. The Marketing Specialist will provide expert advice and counsel on marketing tools/workflow and industry trends/ products and provide regular reporting to assess and optimize performance.

What your Day Looks Like:

Content Writing:

- In conjunction with stakeholders and SMEs, effectively and efficiently writes and optimizes content, ads, and posts for a variety of media and channels, employing SEO keywords, brand language, and best practices.
- The role may also include responsibility for the planning and execution of GCA's annual impact report, speeches, press releases, and other items as necessary.

Design & Creative:

- Responsible for designing compelling and attractive emails, posts, reels & stories to catch the target audience's attention.
- Design online and offline assets and marketing materials assets, including photos, made-for-social graphics, post copy, video, UGC content, and more.

Planning, project management, and executions:

- Working with stakeholders, responsible for identifying and implementing multichannel tactics to drive business results
- Define and monitor timelines and deliverables for projects
- Create and manage marketing campaigns using a variety of channels such as email, paid ads, search, organic, and direct mail.
- Track and measure marketing performance through data analytics and reporting (primarily google analytics).
- Stays on top of current marketing trends, new features, and competitor analysis.
- Maintain, monitor, and ensure implementation of the GCA, and Foundation's marketing calendars.
- Project manage marketing campaigns ensure timelines are met, stakeholders informed, approvals, and budgeting
- Liaise with various vendors ensuring they are apprised of strategy and tactics.
- Triage Invoices for accuracy and tracking

Other:

- Work with various stakeholders on webinars and other events to acquire participants, to open the event for registration, train the speaker on the platform, promote the event leading to the event, and post-event communication and analysis.
- Update GCA website as required. Serve as the primary point of contact for ensuring website consistency in voice and design

What you Bring to the Role:

- Degree or diploma in a relevant field or combination of education and experience may be considered.
- 3-4-years related work experience
- Strong verbal and written communication skills
- Graphic design experience is required (Photoshop, Canva, Lightroom, etc.)
- Must be organized and practice effective time management.
- Strong understanding of digital marketing, and best practices for content development and community engagement across a variety of channels
- Proven ability in integrating digital communication tactics into communication planning, including SharePoint sites, knowledge management platforms, websites, social media platforms, blogs, podcasts, and video elements
- Strong Google Analytics skills
- Understanding of Salesforce and Account Engagement and interactions with websites
- Comfort with turning high level strategy into strong tactical execution
- Strong interpersonal skills with the ability to work independently and with others as a team
- Satisfactory current Vulnerable Sector Check and Criminal Records Check

Working Conditions:

- Office setting - hybrid
- Fast-paced

Salary: $61,000-$67,000 (negotiable)

Why Work for GCA:

- Learning and Development opportunities
- Internationally recognized leadership and innovation in the field of ASD

Equity, Diversity and Inclusion

Geneva Centre for Autism is committed to creating a diverse and inclusive organization in which values, behaviours, systems and structures are in place to facilitate equal access to service and employment. We invite all interested individuals to apply and encourage applications from people with disabilities, Indigenous, Black, and racialized individuals, as well as people from a diversity of ethnic and cultural origins, sexual orientations, gender identities and expressions.

Accommodation

Geneva Centre for Autism is also committed to accommodating applicants with disabilities during the recruitment, assessment and selection process. Please notify us if you require accommodation in respect of the materials or procedures used at any time during this process. If you require an accommodation, Geneva Centre for Autism will work with you to determine how to meet your needs.

This posting is for an existing vacancy.

Interested applicants are invited to submit a cover letter and resume to:
Human Resources
careers@autism.net
Please quote Job #17.26
Visit our website: www.genevacentre.ca

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

Artificial Intelligence tools may be utilized at any stage of recruitment for this role.