



MARKETING & COMMUNICATIONS SPECIALIST ROLE DESCRIPTION

ONE YEAR CONTRACT OPPORTUNITY/POSSIBILITY TO BE EXTENDED

Toronto Global is an arms-length organization representing municipalities in the Toronto Region. Our team of experienced business advisors actively seeks global companies interested in expanding operations to the Toronto Region and provides a comprehensive, customized service that allows for a smooth transition into the market. Toronto Global is dedicated to understanding our clients' business needs and delivering tailored, innovative solutions that will set the stage for their success in the Toronto Region.

PURPOSE OF THE ROLE

Reporting to the Senior Communications Specialist, the role of the Marketing & Communications Specialist is to assist in developing marketing campaigns and projects, increase brand-awareness for the organization, and develop innovative marketing and graphic design elements for our corporate materials to promote the business value proposition for the entire Toronto Region across a variety of channels. The successful candidate will form an integral part of the Toronto Global Marketing & Communications team, and will also work closely with the Business Insights, Stakeholder Relations as well as the Investment Attraction teams to generate relevant and engaging content and assist in developing prospecting channels to source new investment opportunities for the Toronto Region.

We are looking for a creative mind that loves business and is passionate about the Toronto Region. If you love marketing, design and innovation, we have an exciting opportunity for you with a dynamic and growing team.

POSITION SUMMARY

The Marketing & Communications Specialist is responsible for developing branded and creative marketing assets, communications materials and multimedia content across a range of platforms and channels. The Marketing & Communications Specialist will develop creative concepts, layouts and finished assets for web, print and digital marketing. This position is responsible for ensuring brand excellence and working with the Toronto Global team to produce engaging, vibrant, and 'thumb-stopping' content for our digital channels across our target markets. Proficiency in a wide range of media formats and design software technologies, including Adobe Creative Suite (Illustrator, InDesign, and Photoshop) is required.

The successful candidate will be responsible for assisting the Marketing & Communications team in the development and execution of all communications strategies, including copywriting, graphic



design, project coordination, website and social media content development, and the production of dynamic multimedia content. As a key brand ambassador for the organization, the Marketing & Communications Specialist will be tasked with leveraging various platforms to tell the Toronto Region story and elevate the Toronto Global brand.

RESPONSIBILITIES

- + Create graphic design materials and assist in copywriting for print and online environments, including websites, newsletters, publications, advertisements, digital marketing assets, etc.
- + Work closely with our agency partners to deliver campaign ready assets and provide brand feedback when required.
- + Work closely with Senior Communications Specialist to design layouts and processes to deliver a wide range of visual assets and video content and produce communications materials from design concept to final format.
- + Provide advice on the development of presentation-ready material and customizing of graphics and other publication and promotional needs.
- + Contribute to the development, maintenance and updating of graphics, visual identity usage, and logo guidelines for Toronto Global.
- + Monitor media and remain abreast of trends, new statistics, and reports that articulate the business advantages of locating in the Toronto Region.
- + Work with our municipal partners and their marketing teams to source content and highlight unique value propositions across the region in order to showcase the regional assets within the greater Toronto area.
- + Role model a culture of teamwork, accountability, collaboration, regionalism and client-centricity.
- + Constantly update own knowledge of the Toronto Region and build a good understanding of Toronto Global's value proposition for businesses looking to locate in the region.

REQUIRED SKILLS

- + College/University degree in Communications, Marketing, Graphic Design or a related field, or commensurate combination of education and experience;
- + A Recent grad or someone with one to two years' experience is preferred;



- + Previous experience within a Co-Op Program is a definite plus;
- + Proven experience in marketing and communications, with a focus on developing and executing campaigns, and possessing a strong understanding of marketing concepts in the context of various print and digital media.
- + High level of proficiency in a wide range of media formats and design software technologies, including Adobe Creative Suite (Illustrator, InDesign, and Photoshop) is required.
- + Previous photography, photo editing, and video production and editing experience is considered a valuable asset.
- + Experience with content management systems (Kentico), Media Monitoring Tools (Meltwater), marketing automation (Pardot) and CRM tools (Salesforce) is considered an asset.
- + Attention to detail and ability to adhere to Toronto Global visual identity guidelines, voice and content.
- + Strong collaboration skills and ability to partner with a cross section of stakeholders and private sector service providers.
- + Excellent computer skills with proficiencies in MS Office PC software applications (Excel, Word, PowerPoint, etc.) is required.
- + An interest in current events, business news and events, especially as they relate to economic development, urban city building and both local and global business and economic trends.
- + A strong interest and understanding of the Toronto Region, the global economic climate and foreign direct investment (FDI) environment is an asset.
- + A passion for the Toronto Region is a must!

All interested applicants are encouraged to apply. Please submit your resume by e-mailing elewis@torontoglobal.ca. We thank you, in advance, for your expression of interest; however, only those selected for an interview will be contacted.

Toronto Global is committed to Accessibility for Ontarians with Disabilities Act (AODA) and providing accommodation in its recruitment processes to applicants with disabilities, upon request. If you require accommodation at any time during the recruitment process, or have any questions regarding



accommodation, please email Erika Lewis at elewis@torontoglobal.ca. All accommodation requests will be kept strictly confidential.

Toronto Global is also committed to diversity and inclusion in the workplace, because we believe it contributes to innovation, a deeper understanding of the community we serve, and better decision-making. At Toronto Global, we are dedicated to fostering an environment focused on equality, inclusion, empowerment and respect. We're committed to ensuring that everyone can show up as their true selves and live up to their full potential.