



100 John West Way
Aurora, Ontario
L4G 6J1
(905) 727-3123
aurora.ca

Town of Aurora

Employment Opportunities

Corporate Services

Division of Human Resources

Marketing and Communications Specialist

Permanent, Full-Time
\$78,779.74 to 98,474.80

Reporting to the Manager of Corporate Communications, with a dotted line to the Manager of Aurora Town Square, the Marketing and Communications Specialist will provide a high level of commitment to relationship building and community engagement, through innovation, technology, creative advertising, and marketing techniques. In addition to supporting the readiness, and grand opening of Aurora Town Square, the Specialist is responsible for leading communications and marketing initiatives for this new arts, culture, and community facility. The Specialist will have a clear understanding of the marketing and advertising needs of community and cultural spaces and will deliver comprehensive strategies to increase awareness and participation in Aurora Town Square activities and programs.

To be considered for this position you will possess a post secondary education in Communications, Marketing, Public Relations, or a related program and have a minimum of five (5) years of experience in this type of role, preferably in a municipal or arts and culture sector. You will have solid understanding of advertising, marketing, and communication best practices with an ability to think outside of the box, along with outstanding graphic design, photography, and videography expertise. Experience producing complex digital and print marketing materials and knowledge of print production and pre-press processes required. You will also have experience writing for and managing websites and a diverse group of social media platforms. Strong project coordination, planning, facilitation, customer service, time management and organizational skills, along with the ability to adapt and be flexible to changing environments are a must. Experience with community engagement with a strong focus on developing meaningful partnerships with local cultural groups, artists, and cultural professionals. You will be able to execute external and internal communications strategies and work with creative teams to execute digital and traditional marketing programs, including social media campaigns. Solid computer skills including Microsoft Office Suite, Adobe InDesign, Adobe Illustrator, Adobe PhotoShop, Adobe Fireworks, Adobe Premiere Pro (or Final Cut), Adobe Lightroom, Content Management Systems (i.e., Word Press, Drupal), MailChimp. You will have a passion for the community of Aurora and the role of arts and culture in community building. You must have the ability to work outside of regular business hours, including evenings and weekends approximately 20%-25% of the time and be able to lift up to 50lbs and transport camera equipment in a variety of different terrains. Finally, you must hold a valid Class "G" driver's license in good standing and have access to a reliable vehicle to use on corporate business.

Successful applicants to any of these positions will be required to provide a **Police Criminal Record Check** that is satisfactory to the Town prior to their start date at the applicants' own cost. Additionally, all Town of Aurora employees are required to disclose their vaccination status and be fully vaccinated as a condition of hire in accordance with the Town's Mandatory COVID-19 Vaccination Policy.

If you are interested in joining our dedicated team of municipal professionals, please forward your resume to: Human Resources, Town of Aurora, 100 John West Way, Box 1000, Aurora, Ontario, L4G 6J1 or email to: hr@aurora.ca by **August 10, 2022** quoting the job title and reference number **22-81**.

Posted July 27, 2022

The Town of Aurora is an equal opportunity employer. We are committed to inclusive, barrier-free recruitment and selection processes and work environments. If you are contacted for a job opportunity, please advise the Human Resources Division of any accommodations needed to ensure you have access to a fair and equitable process. Any information received relating to accommodation will be addressed confidentially. We thank all applicants and advise that only those selected for an interview will be contacted.

Applicant information is collected in accordance with the Municipal Freedom of Information and Protection of Privacy Act and will be used to determine qualifications for employment with the Town of Aurora. Questions about this collection of personal information should be directed to the Human Resources Division at 905-727-3123.