

JOB POSTING

Position: Communications Specialist

Closing date: November 28, 2022

How to apply: Please email cover letter and CV to PGO at general@pgo.ca

The Professional Geoscientists Ontario (PGO) is a self-regulatory organization governing the practice of professional geoscience in Ontario. The PGO office is a small team of professionals, that was established in 2000 and is located downtown Toronto. This team is committed to the maintenance of high standards of professional practice of Geoscience in Ontario, for the purpose of protecting the public and the environment. PGO reports to the Ontario Minister of Mines.

PGO is searching for a dynamic individual to join the team in the position of Communication Specialist. This position is responsible for developing, implementing and managing all internal and external communications, including marketing, website development, social media and special events.

Responsibilities

- Develops, manages and implements the strategic communications and marketing plan
- Collects and edits content from news, mainstream media, staff and registrants for the weekly Newsletter (Field Notes)
- Designs and develops email marketing campaigns
- Produces and publishes the PGO Annual Report including assembling and editing content and designing the layout
- Develops a full suite of communications materials
- Supports PGO Staff, Committees and Council on communications matters
- Ensures provision of briefing notes and/or background information to support PGO's spokespersons (CEO and/or President of Council) during media inquiries
- Integrates D&I principles into all internal and external communications
- Contributes to the advancement of equity, diversity and inclusion through proactive communication and CPD programming.
- Manages and publishes all PGO communication on social media posts including image refinement
- Tracks various social media analytics (events, web traffic, newsletter clicks, etc.) to identify and address gaps
- Produces Google Analytics reports
- Designs and maintains the PGO website

- Introduces new content and page layouts as required
- Produces graphic work for website including banner displays and image refinement
- Coordinates web page development in both CMS and FTP platforms
- Integrates website layout with mobile use
- Updates Home and Events pages with content and within defined timelines
- Creates links for external vendors to include job postings on career page
- Troubleshoots website errors and maintains general functionality of website
- Creates new videos for the PGO website for orientation, lectures and online zoom chats
- Develops a variety of communication tools and messaging on various topics for professional development events, professional practice guidance, university outreach, Annual General Meeting, Council election and other events
- Coordinates annual council elections which includes creating candidate profiles, ballots and bios
- Assists in managing PGO's exhibits at conventions and conferences
- Contributes to the planning, development and implementation of the PGO Annual Symposium

Qualifications

- A Post-Secondary Diploma or Degree in Communications, Marketing or Public Relations or related discipline
- A minimum of five to ten (5-10) years of progressive related experience
- Experience with not-for-profits, including regulatory authorities and/or government would be an asset
- Proficiency in Microsoft Office (Word, Excel and PowerPoint) Adobe software such as Illustrator
- Working knowledge of HTML, JavaScript, CSS, CMS, PHP coding
- Experience in gathering website and social media analytics and using these data to inform communication planning
- Effective communication strategies and tactics (listening, verbal, written and presentations)
- Excellent organizational, time management, analytical and problem-solving skills are required
- Ability to Multitask
- Bilingualism is an asset

Why should you join the team?

- Competitive Compensation
- Benefits including a health care spending account
- RRSP Program
- Employee Assistance Program
- Generous Paid Leave
- Professional Development
- Remote Work from Home on occasion

Although employees may work from home occasionally, this position will work from our downtown Toronto office. Following the pandemic, staff are returning to the office part-time. The health, safety and well-being of our employees is our top priority so proof of vaccination will be a condition of employment.

We are committed to preventing and removing barriers to employment for people with disabilities and encourage you to contact us if you have questions regarding accessibility or accommodation.

We encourage all qualified individuals to submit applications, however only those selected for an interview will be contacted.

If you are looking to join a dynamic team of individuals that value integrity, innovation, team building and best in class member services, we want to meet you!