

Digital Communications & Marketing Coordinator

The Association of Municipalities of Ontario (AMO) is hiring a Digital Communications & Marketing Coordinator to play a key role in enhancing our brand visibility, member communications, and promotions of our conferences, education offerings, and programs and services. The individual will plan, coordinate, write, and edit digital communications across the organization (social media, email, and website content), ensuring alignment with brand standards, visual identity, content strategy, and best practice marketing and communications principles.

The Digital Communications & Marketing Coordinator is also responsible for setting and monitoring key performance indicators (KPIs) and sharing that information with colleagues across the organization. Using analytics and best practices, the Digital Communications & Marketing Coordinator will provide strategic advice to improve the effectiveness of the association's digital communications and marketing.

The position is located at AMO's office in downtown Toronto, with the opportunity to qualify for a hybrid work arrangement (minimum two (2) days in office per week). The position is a full-time, permanent position.

Primary Responsibilities

Content Creation

- Writes, edits, and designs digital content (social media, email, web content, and graphic products) for external audiences, maintaining a consistent tone and voice
- Drafts and publishes the weekly membership newsletter, including coordinating content across departments, and provides editorial review
- Creates and maintains style guidelines across social media, email, and web platforms, and provides editorial support and guidance to colleagues on digital communications products

Digital Platform Strategy

- Establishes and maintains working relationships across AMO departments and with member municipalities and partners, where necessary
- Coordinates, maintains, and implements the association's digital content calendar, providing strategic editorial support to content and scheduling
- Manages the association's existing and future social media platforms, and reshapes other municipal content as appropriate for our brand, objectives and audience
- Regularly reviews and updates web content, liaising with internal colleagues
- Sets objectives, implements and monitors performance measures for digital communications channels, and creates reports and dashboards as needed to share outcomes
- Uses analytics and knowledge of digital communications and marketing best practices to advise on appropriate strategies, guidelines, and templates across the organization

Core Qualifications and Competencies

- Bachelor's degree from a recognized college or university in marketing, communications, public relations, journalism, or related fields or equivalent combination of undergraduate degree and experience
- Three years of experience in marketing, communications, and/or public relations,

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- including at least one year managing social media as part of paid work experience
- Excellent communication skills including written, verbal, and presentation to create engaging content (traditional, digital, and social media)
- Solid understanding of digital communications trends, marketing and communications strategies, federal and provincial legislation regarding accessibility, privacy and electronic security as well as knowledge of emerging trends and technology
- Ability to deal with confidential and sensitive nature of different information types
- Demonstrated ability to cultivate effective working relationships with internal and external stakeholders and partners and commitment to teamwork and building positive relationships
- Effective time management and project management skills to accomplish objectives and projects effectively and efficiently
- Proficiency in Adobe Creative Suite is a significant asset
- Solid knowledge of Microsoft Office Suite (MS Word, Excel, PowerPoint, Teams, and Outlook) and ability to work with databases, membership systems, web content management, and email communication systems

About AMO

The Association of Municipalities of Ontario (AMO) is a non-profit organization representing Ontario's municipal governments. AMO supports and enhances strong and effective municipal government in Ontario and promotes the value of municipal government as a vital and essential component of Ontario and Canada's political system.

How to Apply

Please submit a cover letter and resume to: careers@amo.on.ca, attention: Adam Garcia, Manager, Executive Office, by Friday, March 28, 2025. Only those selected for an interview will be contacted.

In your application, please confirm your experience and proficiency with the following platforms and software: X/Twitter, Bluesky, Instagram, LinkedIn, Adobe Creative Suite applications, Google Analytics, Hootsuite, Drupal, and Salesforce.