



Position Title: Marketing Specialist

Position Type: Regular

Location: Mississauga, ON

Job Band: 9

Salary Range: \$40.60 - \$48.51/hour

Hours of work: 36.25 hr/week

Reporting to: Manager, Corporate Communications

This posting is applicable to: Internal/External Applicants

Skilled Trades Ontario (STO) is a Crown agency responsible for skilled trades certification in Ontario, which includes:

- **Establishing apprenticeship and other training programs for trades**, including training standards, curriculum standards, and certifying examinations
- **Conducting research and evaluating** whether a trade should be prescribed under the Act and making recommendations to the Minister
- **Issuing certificates** under the Act
- **Maintaining a Public Register** of apprentices and holders of Certificates of Qualification and Provisional Certificates of Qualification in compulsory trades
- **Promoting trades and apprenticeship**, as well as inclusivity and diversity within the skilled trades system
- **Conducting research and collecting data** to support continuous improvement in the skilled trades system
- **Collaborating with other Canadian governments** on the Interprovincial Standards Red Seal Program, trade standards, and mobility agreements
- **Carrying out any other objects** as may be prescribed

Are you a marketer who knows how to build campaigns that move people—and manage the details that bring them to life? At Skilled Trades Ontario we're looking for a Marketing Specialist to lead high-impact, province-wide efforts to elevate the skilled trades. From promoting safety to showcasing real career paths, you'll shape conversations that change how people see this vital sector. Your ideas will travel through social, print, video, and more to build recognition, respect, and pride in Ontario's trades.

Reporting to the Manager, Corporate Communications, the Marketing Specialist is responsible for the planning, coordination, and execution of integrated marketing and public awareness campaigns that promote the skilled trades and the work of the agency.

This role supports campaign strategy and execution across digital, print, and video platforms, working closely with internal teams—including social media, stakeholder relations, and external vendors—to deliver high-impact initiatives. The Specialist plays a key role in maintaining consistent messaging and brand alignment across channels and may also contribute to other communications priorities as needed, such as media relations, internal messaging, and content development.

This role offers the opportunity to contribute to STO's evolving marketing strategy and shape new public-facing initiatives.

Responsibilities:

- Lead the planning and coordination of integrated marketing campaigns to promote the skilled trades and enhance public engagement;
- Collaborate with the Social Media Lead and Communications team members to align campaign messaging and assets across platforms;
- Write and edit engaging copy for a variety of channels, including web, newsletters, email campaigns, and media materials;
- Lead procurement efforts for marketing and creative services, including developing scopes of work, vendor selection processes, and liaising with internal procurement teams;
- Track and manage campaign budgets in coordination with Finance and Procurement to ensure cost-effective delivery;
- Liaise with external creative vendors and production partners to deliver high-quality, on-brand deliverables (e.g., videos, brochures, digital ads);
- Support media outreach, story pitching, and partnership engagement;
- Monitor campaign timelines, deliverables, and performance; prepare reports and recommendations for continuous improvement;

- Distill key campaign results into compelling narratives for internal and external stakeholders;
- Ensure all communications and campaigns are inclusive, accessible, and resonate with Ontario's diverse populations;
- Build and maintain positive working relationships with external partners, sector stakeholders, and campaign collaborators;
- Contribute to communications activities across the organization as needed (e.g., executive messaging, internal announcements, briefings)

Qualifications:

- Proven years of experience in communications, marketing, public affairs, or a related field;
- Proven ability to plan, coordinate, and evaluate marketing and public awareness campaigns;
- Excellent writing and editing skills, with demonstrated experience producing clear, engaging content for multiple formats and audiences;
- Strong project coordination skills, with the ability to manage timelines and competing priorities;
- Familiarity with social media platforms, content management systems (CMS), and analytics tools;
- Demonstrated ability to collaborate with internal stakeholders and external vendors;
- Flexibility to adapt and support communications priorities as they evolve;

Knowledge of:

- Principles and best practices in marketing, campaign development, and strategic communications;
- Procurement and vendor management practices in a public sector environment;
- Budget management and cost tracking within project-based communications;
- Inclusive communications practices and AODA compliance;
- Digital marketing tools, techniques, and performance metrics;
- Ontario's skilled trades and apprenticeship landscape;
- Media relations practices and public sector communications protocols;

Skills Include:

- Superior written and verbal communication skills;
- Strong procurement coordination skills, including drafting statements of work and managing vendor relationships;
- Proficiency in managing timelines, budgets, and competing project demands;
- Strong analytical skills, including performance monitoring and reporting;
- Ability to create accessible and inclusive content for diverse audiences;
- Skilled in collaboration, negotiation, and stakeholder coordination;
- Strategic thinking with flexibility to adapt as organizational needs evolve;

Assets:

- Bilingualism or knowledge of French;
- Experience working in a public sector environment;
- Understanding of the skilled trades sector or education landscape;
- Knowledge of design, video production, or advertising processes;

*This position is represented by OPSEU.

*Only those candidates selected for an interview will be contacted.

How to Apply: Please forward your resume by **September 26, 2025 at 5:00pm EDT** to **careers@skilledtradesontario.ca**. Only applications submitted via email will be accepted.

Please quote the following competition number in the subject line of your email: **STO-030-25 – Marketing Specialist**

We thank all applicants for their interest and will contact those whose skills, knowledge, and experience most closely match the requirements of the position.

Skilled Trades Ontario embraces diversity and is committed to creating an inclusive workplace. Our goal is to attract, develop and retain highly talented employees from diverse backgrounds, allowing us to benefit from a wide variety of experiences and perspectives. In accordance with the Ontario Human Rights Code, Accessibility for Ontarians with Disabilities Act, 2005, and Skilled Trades Ontario's Accommodation Policy, accommodation will be provided at any point throughout the hiring process, provided the candidate makes their accommodation needs known to Skilled Trades Ontario. We welcome applications from all qualified persons.

Skilled Trades Ontario is an equal opportunity employer.