

JOB OPPORTUNITY

Position Title: Marketing Specialist

Position Type: Regular/Full-Time – *OPSEU represented*

Location: Mississauga, ON

Job Band: 9

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

Hours of work: 36.25 hours/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 programs**, including training standards, curriculum standards, and certification exams.
- **Administering apprenticeship programs**, including approving apprentices and sponsors, registering training agreements and assessing applications for apprenticeship program completion.
- **Issuing certificates of apprenticeship** to completed Ontario apprentices.
- **Assessing experience and qualifications** of individuals who have not completed an apprenticeship program in Ontario.
- **Administering exams**, including certifying exams, in all trades subject to certifying exams.
- **Issuing Certificates of Qualification** in all trades with certifying exams.
- **Renewing Certificates of Qualification** in compulsory trades.
- **Maintaining a Public Register** of people authorized to work in compulsory trades.
- **Researching** apprenticeships and the trades.

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 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 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 copies 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 in 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 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:

- 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.

What STO Offers:

- Work-life balance
- Comprehensive health and dental benefits
- RRSP matching (up to 6%)
- Employee Assistance Program (EAP) through TELUS Health with employee perks

How to Apply: Please forward your resume by **5:00PM EST on February 26, 2026**, to careers@skilledtradesontario.ca. Only applications submitted via email will be accepted. Be sure to quote the following competition number in the subject line of your email: **STO-006-26 – Marketing Specialist**. This posting represents a current vacancy.

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

Our Recruitment Process Includes:

- Step 1: Resume Screening
- Step 2: Phone Screening
- Step 3: Panel Interview(s)/Assignment
- Step 4: Selection
- Step 5: Offer of Employment

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 people.

Skilled Trades Ontario is an equal opportunity employer.