

JOB OPPORTUNITY

Position Title: Social Media Officer

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

Fixed Term Contract Length: Twelve (12) to Eighteen (18) Months

Location: Mississauga, ON

Job Band: 9

Salary Range: \$40.59 to \$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.

Responsibilities:

- Developing and coordinating Skilled Trades Ontario's social media strategy by:
 - Establishing STO's social media presence on multiple platforms including Twitter, Facebook, Instagram, LinkedIn and TikTok.
 - Creating a monthly social media content calendar for approval by the Manager.
 - Providing strategic advice and recommendations on social media approaches.
 - Providing support and advice to communications team on social media

- marketing campaigns.
 - Posting content to social media platforms.
 - Liaising with team members, STO staff and other colleagues to define messaging and campaign timing.
 - Monitoring STO's social media accounts for stakeholder inquiries and questions, and determining whether the response should be private or public facing.
 - Ability to manage multiple competing priorities across STO's social media channels
- Supporting issues and stakeholder management activities by:
- Monitoring media and social media coverage relevant to STO and distributing a summary to agency employees to assist with issues management and tracking stakeholder trends.
 - Monitoring all media and stakeholder correspondence sent to STO, and working with the Supervisor, Stakeholder Relations and relevant departments to coordinate response.
 - Ensuring the communications team is alerted to any issues arising with correspondence received.
 - Briefing stakeholder relations team on social media trends and issues relevant to Skilled Trades Ontario.
- Coordinating and managing social media and email correspondence sent to STO by:
 - Tracking and routing incoming inquiries for response.
 - Developing and implementing correspondence strategies and processes; ensuring high service.

Qualifications:

- College or University degree in communications, journalism or public relations, or related field.
- Minimum three (3) years' experience in communications, journalism, public relations, marketing and/or media relations.
- Experience working to deadline and managing multiple projects at the same time.

Knowledge of:

- Writing and editing methodology
- Experience writing correspondence with complex content
- Service standards and their application
- Skilled Trades Ontario and the apprenticeship system.

Skills:

- Exceptional written and oral communications, including copy editing
- Translate technical language material into plain language
- Organization to coordinate large volumes of correspondence received by Skilled Trades Ontario
- Strategically set and implement service standards for an organization
- Establish relationships with co-workers in order to collaborate on responses
- Strong problem solving and decision making
- Coordinate and prioritize multiple projects

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 submit your resume to ADP by **June 10, 2026** via the following link:

https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=ca763c0a-275d-409e-95c5-2b5d98d0de89&ccId=19000101_000001&jobId=611480&lang=en_CA&source=CC2

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.

This posting represents an existing vacancy.

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 persons.

Skilled Trades Ontario is an equal opportunity employer.