

## **JOB OPPORTUNITY**

**Position Title:** Program Marketing & Communications Specialist

**Position Type:** Fixed Term - *\*OPSEU represented*

**Fixed Term Contract Length:** 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, Special Projects and Initiatives

**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.

This role is responsible for the planning, coordination, and implementation of communications, marketing, knowledge mobilization, and resource development activities that support UTIP deliverables and apprenticeship modernization initiatives.

This includes developing and refining accessible, plain-language apprenticeship resources and learner supports, such as Career Pathway Guides, Exam Preparation Guides, logbook supports, stakeholder communications, and digital content.

Working collaboratively with Program Development Specialists, Standards teams, Communications staff, subject matter experts, external vendors, and sector stakeholders, the Specialist supports the development of consistent, accessible, and user-centered apprenticeship resources and communications materials across the organization.

The role leads strategic communications, knowledge mobilization, and modernization initiatives that support the transformation of apprenticeship training resources across Ontario. The Specialist contributes to the development and implementation of province-wide approaches that enhance accessibility, learner engagement, consistency, and usability across apprenticeship-related materials and supports.

The role applies diversity, equity, inclusion, belonging (DEIB), accessibility (including Universal Design for Learning principles), and environmental sustainability lenses to communications, stakeholder engagement, and resource development activities. The role applies accessibility legislation, including the Accessibility for Ontarians with Disabilities Act (AODA), and project management principles to support the development, coordination, implementation, and continuous improvement of apprenticeship modernization initiatives and learner-focused resources.

The Specialist serves as a key resource and subject-matter expert in accessible communications, learner-centered resource development, and plain-language adaptation of technical apprenticeship content. The role provides strategic advice to project teams and leadership regarding communications approaches, stakeholder engagement strategies, accessibility considerations, and modernization opportunities related to apprenticeship training resources and learner supports.

## **Responsibilities:**

### **1. Marketing Strategy & Knowledge Mobilization**

- Lead the planning and coordination of targeted marketing and knowledge mobilization strategies to support the Union Training and Innovation Program (UTIP) and promote modernized apprenticeship training resources across Ontario.
- Lead the strategic development, implementation, and evaluation of communications, engagement, and knowledge mobilization initiatives supporting apprenticeship modernization and learner accessibility across Ontario.
- Monitor project timelines, deliverables, and performance; prepare reports and recommendations to support continuous improvement.
- Apply project management principles and practices to support the coordination, tracking, implementation, and evaluation of multiple concurrent modernization initiatives, deliverables, timelines, and stakeholder activities.
- Identify risks, gaps, and opportunities related to communications, stakeholder engagement, accessibility, and resource development, and recommend solutions to support project objectives and organizational priorities.
- Support the development and implementation of standardized approaches, frameworks, tools, and best practices related to apprenticeship resource modernization and learner-centered communications.

## 2. Content Development & Product Finalization

- Collaborate with Program Development Specialists, Standards teams, and Communications staff to translate technical apprenticeship materials (e.g., Career Pathway Guides, Exam Preparation Guides, Logbook supports) into clear, user-friendly, and engaging products.
- Write, edit, and refine plain-language content across a range of formats, including digital resources, toolkits, guides, web content, and stakeholder communications.
- Translate complex technical and program content into engaging, accessible formats tailored to diverse audiences, including apprentices, sponsors, and training providers.
- Lead the finalization and quality assurance of UTIP deliverables, ensuring consistency in tone, branding, structure, and alignment with Skilled Trades Ontario standards.
- Lead the development and refinement of learner-centered apprenticeship resources designed to improve usability, accessibility, navigation, and engagement for diverse users across the skilled trades system.
- Provide strategic guidance regarding accessible communications standards, plain-language approaches, and inclusive content practices across UTIP deliverables and modernization initiatives.

## 3. Accessibility, Inclusion & Quality Standards

- Apply plain language, Universal Design for Learning (UDL), and accessibility principles to enhance the usability and reach of all UTIP products.
- Ensure all UTIP communications and materials reflect principles of DEIB, accessibility, and environmental sustainability.
- Ensure communications materials, learner supports, and digital resources align with Accessibility for Ontarians with Disabilities Act (AODA) requirements and organizational accessibility standards.
- Promote organizational best practices related to accessibility, inclusive communications, learner engagement, and equitable access to apprenticeship training resources.
- Support the integration of accessibility, DEIB, and sustainability considerations into apprenticeship modernization activities, stakeholder engagement processes, and resource development frameworks.

## 4. Stakeholder Engagement & Collaboration

- Build and maintain positive working relationships with external partners, sector stakeholders, and campaign collaborators.
- Support media outreach, story pitching, and partnership engagement.

- Contribute to communications activities across the organization as needed (e.g., executive messaging, internal announcements, briefings).
- Coordinate engagement activities involving government partners, industry representatives, training providers, unions, subject matter experts, and equity-deserving groups to support the development of inclusive and accessible apprenticeship resources.
- Facilitate collaborative discussions and working sessions with stakeholders to support consensus-building, modernization priorities, and continuous improvement initiatives.

#### 5. Vendor Coordination & Production

- Liaise with internal teams and external vendors (e.g., designers, videographers, content developers) to produce high-quality, accessible, and inclusive materials that support apprenticeship training and engagement.
- Lead procurement coordination activities related to communications, design, and resource development services, including supporting vendor selection processes, drafting scopes of work, monitoring deliverables, and tracking project expenditures.

#### **Qualifications:**

- Post-secondary degree or diploma in Communications, Marketing, Public Relations, Journalism, English, Education, or a related field, or an equivalent combination of education and relevant professional experience.
- 3–5 years of experience in communications, marketing, content development, or related roles involving educational or training materials.
- Demonstrated experience in communications, marketing, content development, or a related field.
- Experience developing or supporting educational, training, or resource-based materials (e.g., guides, toolkits, digital content).
- Strong writing and editing skills, with experience producing plain-language, accessible content for diverse audiences.
- Proven ability to manage multiple projects and competing priorities in a structured, deadline-driven environment.
- Experience supporting or coordinating projects within complex, multi-stakeholder environments, preferably within public sector, education, training, or modernization initiatives.
- Experience collaborating with internal stakeholders and external vendors to deliver high-quality products.

- Familiarity with digital platforms, content management systems (CMS), and basic analytics tools.
- Ability to support evolving priorities within a multi-year, high-impact initiative.
- Experience supporting large-scale modernization, transformation, or public-sector initiatives involving multiple stakeholders and competing priorities is considered an asset.

**Knowledge of:**

- Principles and best practices in marketing, knowledge mobilization, and product development for public sector initiatives.
- Procurement and vendor management practices, particularly for developing educational and training-related resources.
- Inclusive and accessible communications practices, including AODA and UDL principles.
- Accessibility legislation and compliance requirements, including the Accessibility for Ontarians with Disabilities Act (AODA), as it relates to communications, digital content, and learner resource development.
- Approaches to translating complex or technical content into plain-language, user-centered materials.
- Ontario's skilled trades and apprenticeship system, including training standards and stakeholder landscape.
- Stakeholder engagement and communications practices within government or multi-partner environments
- Project management principles, methodologies, and best practices related to coordinating complex, multi-stakeholder initiatives and deliverables.
- Principles and practices related to organizational change management, learner engagement, and systems-level modernization initiatives.
- Public sector communications protocols, accessibility compliance standards, and enterprise-wide communications practices.

**Skills include:**

- Exceptional written and verbal communication skills, with the ability to translate technical content into clear, engaging, and accessible formats.
- Strong project coordination skills, including managing multiple UTIP deliverables, timelines, and priorities.
- Strong project management and coordination skills, including the ability to manage multiple concurrent initiatives, competing priorities, timelines, stakeholder expectations, and deliverables in a fast-paced environment.

- Experience supporting procurement processes, including drafting scopes of work and coordinating with vendors (e.g., designers, content developers).
- Ability to apply DEIB, accessibility, and sustainability lenses to content and resource development.
- Strong analytical and organizational skills, including tracking progress, synthesizing feedback, and supporting reporting requirements.
- Skilled in collaboration and stakeholder coordination across cross-functional teams (e.g., program, standards, communications).
- Adaptability and problem-solving skills in a fast-paced, evolving project environment.
- Strong strategic thinking and decision-making skills, with the ability to independently manage competing priorities and provide recommendations related to communications, accessibility, and stakeholder engagement initiatives.
- Ability to exercise sound judgment and influence decision-making across cross-functional teams and multi-stakeholder environments.

#### **What STO Offers:**

- Work-life balance
- Employee Assistance Program (EAP) through TELUS Health with employee perks

How to Apply: Please submit your resume to ADP by **June 17, 2026** via the following link:

[https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=ca763c0a-275d-409e-95c5-2b5d98d0de89&cclid=19000101\\_000001&jobId=611717&lang=en\\_CA&source=CC2](https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=ca763c0a-275d-409e-95c5-2b5d98d0de89&cclid=19000101_000001&jobId=611717&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.

#### **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.*