

Job Title: Content and Communications Manager

Location: Toronto, ON (Hybrid)

Company: Association of Canadian Advertisers (ACA)

Job Type: Full-Time

About Us

The Association of Canadian Advertisers (ACA) is a non-profit association and the premier voice of Canada's marketing community, advocating for responsible and effective advertising. We provide industry leadership, insights, and education to support marketers in navigating today's evolving media landscape.

Role Overview

The **Content and Communications Manager** will be part of a small and efficient team of marketing/advertising professionals with a common goal of adding value to our members' businesses. This role requires a strategic thinker who is passionate about content, email marketing, and building online communities, in order to drive ACA's presence, engage our community, and amplify our thought leadership.

Key Responsibilities

- Develop and execute ACA's internal (to members) and social media strategy to enhance brand awareness, engagement, and membership growth.
- Manage our social media channel (LinkedIn), ensuring content aligns with ACA's mission and industry trends.
- Manage and update ACA's French and English website. Optimize it for search (SEO) and Accessibility.
- Create compelling content, including newsletters, event invitations, media releases, members alerts, blog posts, social media posts, videos, and infographics.
- Work closely with internal teams and industry partners to amplify key initiatives, research, and events.
- Monitor and analyze emails and social media performance metrics to optimize content and engagement.
- Stay up to date with best practices to enhance ACA's digital strategy.
- Manage community engagement by responding to comments, messages, and fostering conversations with members and industry professionals.

- Support the development and execution of digital marketing campaigns that promote ACA's research, events, and advocacy efforts.
- Collaborate with designers, videographers, and external agencies to develop high-quality multimedia content.
- Take part in a project to redesign the website

Qualifications & Experience

- 3+ years of experience in digital marketing, social media management, content creation, or digital marketing.
- Strong writing, editing, and storytelling skills with an ability to craft engaging content for diverse audiences.
- Experience with social media analytics tools (e.g., Google Analytics, Hubspot).
- Knowledge of SEO principles and digital advertising best practices.
- Basic graphic design and video editing skills (Canva, Adobe Suite) are an asset.
- Experience in the advertising, marketing, or media industry is preferred.
- Bilingualism (English & French) is a strong asset.
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Why Join ACA?

- Work with a leading organization advocating for responsible and effective marketing in Canada.
- Collaborate with top marketing and advertising professionals.
- Opportunity to shape the digital voice of ACA and make an impact in the industry.
- Hybrid work environment with flexibility and competitive benefits.

How to Apply

Interested candidates should submit their resume, cover letter, and portfolio of relevant work to careers@acaweb.ca with the subject line "Content & Communications Manager – Application."

Join us in shaping the future of advertising in Canada!