



Job Title: Marketing Manager

Autism Speaks Canada is a national Canadian charity dedicated to building socially inclusive communities where autistic Canadians can reach their full potential.

Reporting to the Marketing Director, you will be responsible for content writing for campaigns, events, website, drafting press releases, drafting the annual report, and writing stories of autistic Canadians highlighting their strengths and struggles in an empathetic and respectful manner. You will collaborate closely with the marketing team including technical and creative specialists to launch and manage campaigns. You will support the organization cross-functionally to ensure a consistent and cohesive brand. You will work to improve the user flow, usability, and user experience of autismspeaks.ca.

This role is for you if - you are motivated and passionate about working for a nonprofit organization that has global impact.

Job Requirements

Content Writing (45%)

- Support the Marketing Director with requests including but not limited to writing, gaining approval, and finalizing content for autismspeaks.ca, campaigns, press releases, e-mails
- Work independently with autism families across Canada to document their stories in a respectful manner
- Cold call and email contact lists to find new profiles for sharing authentic autistic stories
- Write, edit, and seek cross functional approvals for the organization's annual report
- Draft quotes and scripts for large events and videos
- Work closely with creative and technical teams on the planning, execution and dissemination of all content

Campaign Management (30%)

- Support Marketing Director in planning and executing campaigns (Brand, End of Year, Giving Tuesday, Autism Awareness Month etc.)
- Maintain brand standards across the organization, supporting other departments with assets and working collaboratively with creative leads

Website (20%)

- Maintain Autism Speaks Canada's bilingual website in Wordpress
- Design new webpages, optimize images, content and metadata
- Create compelling headlines and body copy, edit and polish existing content to improve readability
- Conduct keyword research and use SEO best practices to increase traffic
- Identify internal needs and recommend solutions



- Work closely with technical lead and outside consultants to implement improvements, troubleshoot and escalate issues
- Maintain AODA compliance

Tracking and Reporting (5%)

- Support Marketing Director to track and report monthly activity for social media, email performance, and website KPIs using Google Analytics, Facebook Insights, Twitter Analytics and Hootsuite Analytics

Design & Creative (not mandatory but great to have!)

- Design, edit and execute external facing marketing collateral (emails, posters, socials, videos, web content) using Adobe Suite, Illustrator and Word press.
- Copy write, create and deploy email campaigns using Raiser's Edge and Luminare Online
- Create and edit videos

Skills Required for job

- College degree in Marketing or related field
- Marketing Skills: Copywriting, compelling storyteller, Graphics and Infographics, Brand Consistency, Audience Engagement, Customer Acquisition, Content Strategy, Digital Advertising, SEO Marketing, Social Media Management, Website development
- Technical Skills: Microsoft Office Suite, Adobe Creative Suite, WordPress, Raiser's Edge, Google Analytics, HTML & CSS
- Soft Skills: Enterprising, Shows Initiative, Communication, Organized, Detail Oriented, Reliable Motivated, Results-Oriented, Relationship Management
- Team Leader: Opportunity to lead one part time direct report.
- French is an asset

Required Experience

- 2-5 years in a similar role