

## **Digital Communications Specialist** - *Work From Home Options*

With over 135 years of experience, Edge Mutual strives to be the leading provider of innovative insurance products, delivered with quality service to Rural Ontario. We serve and protect our mutual policyholders through insurance products that reflect the needs of today and tomorrow.

People come first at Edge Mutual. As a result, our focus is on building relationships with our customers. We have a team of solution-oriented problem solvers providing expertise on our home, farm, commercial and auto products. We are currently recruiting for a Digital Communications Specialist.

### **The Role:**

Reporting to the *Manager, Business Innovation*, this “Digital Storyteller” is responsible for the creation of corporate communications for internal and external audiences ensuring adherence to Edge Mutual’s brand standards. This includes developing communication strategies and content for tactical and operational initiatives. This role is responsible for developing social media posts, collaborating with departmental subject matter experts to write, edit and update corporate communications, including high-quality digital media content. The opportunity to work from home

### **Position Responsibilities:**

- Collaborate with internal parties to create and edit content for various communications (i.e. presentations, reports, resource documents, website content, promotional materials).
- Manage the company’s social media presence on LinkedIn, Twitter, and Facebook and report on key metrics.
- Proofread and edit content for simplicity, clarity, spelling and grammar.
- Enhance brand presence, strategic messages, and value proposition of various initiatives.
- Ensure messaging is on point for internal and external audiences.
- Develop and enhance templates for ease and efficient use.
- Create and distribute corporate announcements and surveys.
- Contribute to the design and development of Edge Mutual’s websites and other online communication vehicles
- Coordinate with departmental subject matter experts to create, update and improve web content so it adheres to brand standards and is accurate and relevant to audiences.
- Create content for other digital platforms.
- Monitor new and emerging web communications technologies and trends.
- Develop training material and provide user training to individuals and business partners on key digital platforms.

### **Your Skills and Qualifications:**

- 2 to 4 years of experience in social media, content creation, and digital marketing role.
- A university degree or college diploma/degree in Communications, Marketing or related field.
- Demonstrated writing and editing skills for business communications.
- Exceptional interpersonal and verbal skills.
- Skilled at developing comprehensive communication strategies aligned to audience needs.
- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere), Adobe Acrobat, Microsoft Office (Word, Excel, PowerPoint, SharePoint, Power BI), Google Analytics, digital marketing campaign software.
- Some experience with web content management tools and online analytics.
- Expert social media administration and management skills (LinkedIn, Facebook, Twitter and Glassdoor).
- Strong project management and organizational skills.
- Experience with interactive media (e.g., video production) an asset.
- Superior attention to detail and accuracy.



**We Offer:**

- A stable environment with core values that include professionalism, respect, integrity, dependability and excellence
- Ongoing skills development with subsidies for tuition and professional accreditation
- A generous defined benefit pension plan
- Incentive compensation benefits where excellence is financially rewarded
- Work from home options available

If you have the qualifications we are seeking, please submit your resume and cover letter to:

[www.edgemutual.com/apply](http://www.edgemutual.com/apply)

---Submission Deadline: July 15, 2022---

We thank all those who apply but only those selected for an interview will be contacted.  
We do not wish to receive phone calls from applicants or agencies.