



Join us and make a difference.

Writer/Marketing Communications Specialist

Temporary Full-Time, 12-month contract (35 hours/week)

Salary Range: \$61,717 – \$77,046 (annual)

Location: Hybrid (North Bay or Sudbury)

As part of a high-performance team, you will contribute to strategic communications projects (digital, social, print, events) that connect and engage with our internal and external audiences, advancing WSN's brand and reach. As Writer/Marketing Communications Specialist, you will execute communications projects from concept to completion, on time, proactively introducing new tools and methods to support knowledge promotion. In a program development capacity, you are responsible for research, collaboration with subject matter experts, and writing and editing training programs and other materials for a health and safety audience. You will drive creative strategies that promote WSN programs, products and services through engaging copy and compelling messaging, using emerging technologies and multi/social-media as determined most effective.

You will research and contribute to a marketing communications plan and schedule, monitor and report results and outcomes as required. You will strategize, execute, measure and optimize marketing, public relations and communication campaigns across a variety of platforms. You will complete required research and prepare written material for a variety of purposes, including content for websites, newsletters, social media and communication campaigns, training programs, corporate documents and reports.

You have experience in marketing communications and technical writing, including maximizing digital, social and web channels in a not-for-profit environment. Your experience is complemented by a post-secondary degree, or equivalent education and experience in the fields of journalism, marketing or communications. You have a minimum 3 years of related job experience in marketing communications. You have expert digital skills, including Microsoft Office, Teams, Adobe Creative Suite, Web Content Management, Zoom, CRM, Email Marketing and Social Media. A valid driver's licence and ability to travel is required for this position.

To apply for this position, please forward your written application by 4:00 p.m. on **June 28, 2024 to:**

Human Resources

Workplace Safety North

690 McKeown Avenue

North Bay, ON P1B 9P1

E-mail: talent@workplacesafetynorth.ca

workplacesafetynorth.ca

Here to help make workplaces safer

Workplace Safety North (WSN) is a not-for-profit health and safety association funded by the provincial government to provide approved health and safety training and services to the mining and forest products industries. A trusted safety advisor, WSN and its legacy organizations have been helping make workplaces safer since 1915.

Why WSN is a great place to work

- Competitive Salary
- Company paid Group Benefits include: Health, Dental, Vision, Short Term Disability, Long Term Disability, Life Insurance, Dependent Life Insurance, Accidental Death and Dismemberment, Out-of-Province Travel Insurance and Employee Assistance Program
- Excellent Employee Pension Plan
- Professional Association/Affiliation membership fees, where eligible
- Competitive Vacation Time and Leave Entitlements
- Business mileage and meal reimbursement
- Leader in Health and Safety Practices



We thank all applicants for their interest, however, only candidates selected for an interview will be contacted.