

Digital Content Creator - DCC011524

Department:	Strategic Communications
Type of Position:	Full Time, Permanent
Location:	7 th Floor, 5160 Yonge Street, Toronto, ON
Reporting to:	Director, Strategic Communications
Work Model:	Hybrid – flexible work schedule

About Tarion

Since 1976, Tarion has provided new home warranty protection to more than 2 million Ontario homes. We serve new home buyers and new homeowners by ensuring that one of their life's biggest investments is protected. Almost every new home in the province is covered by a new home warranty. This warranty protection is provided by Ontario's builders and lasts up to seven years. It is backstopped by Tarion. More than 375,000 homes are currently enrolled in the warranty program. Every year about 55,000 new homes are enrolled.

How We Make a Difference

A home is one of life's biggest purchases. As an independent, not-for-profit organization, Tarion provides Ontario's new home buyers and owners with peace of mind that their purchase is safeguarded through the province's new home warranty and protection program.

Almost every new home in the province is covered by a new home warranty. Tarion ensures consumer protection by providing free tools, guides and resources to help homeowners understand their builder's warranty and navigate warranty claims with confidence. If a builder does not meet their warranty commitments, Tarion offers guidance to help homeowners ensure they receive the coverage they're entitled to, and when necessary, steps in to help resolve warranty claims.

This is a hybrid role requiring working two (2) days in the office and three (3) days remotely,

per week.

About the Role

The Digital Content Creator role is responsible for assisting the Strategic Communications team by using their creative and analytical skills to enhance Tarion's presence, brand and relationships through digital communications including the website and videos.

Responsibilities include:

- Develop digital content in collaboration with Strategic Communications team and other departments, including graphics, writing, and video production
- Contribute to development and execution of annual multi-channel content calendar that supports Tarion's consumer education mandate and promotes our vision, mission and culture
- Manage Tarion's website and microsites under the direction of the product owner/digital strategist. Responsibilities include:
 - Day-to-day updates or content requests
 - Planning & designing new pages
 - Ongoing monitoring & assisting in quarterly reporting
 - Continued improvement of SEO, accessibility and user experience enhancements
 - Conduct & provide analytics reports as requested by stakeholders/departments
- Work with Strategic Communications team to create video production calendar, assist in planning, production and post-production process for internal and external videos, including liaising with third party suppliers as needed.
- Collaborate with department and external agencies to execute marketing strategies to promote Tarion's digital content to support high visibility and engagement of target stakeholders and drive strategic objectives.
- Assist with production/distribution for e-newsletters, Learning Hub modules and other stakeholder communications as required.

A great candidate for this position will have:

- A University or postgraduate degree in Communications, Public Relations, Marketing or similar discipline required.
- A minimum of two years experience specializing in digital communications required.
- Ability to manage websites using common content management platforms (experience with Drupal preferred).
- Experience in writing and creating compelling and strategic content for multiple platforms.
- Experience or familiarity with using graphic design and video editing applications including Figma, Photoshop, InDesign, Illustrator, Premier Pro.
- Experience in digital marketing methods, social media platforms and monitoring, and online analytics and publishing tools. (e.g. Constant Contact, Google Analytics).
- Excellent verbal and written communication skills
- Strong interpersonal, time management and organizational skills;
- Knowledge of domain/hosting management and accessibility standards (AODA) compliance
- Knowledge of HTML and CSS would be an asset
- Bilingualism in French and English would be an asset

Why Choose Tarion?

We believe that Tarion's employees are its most valuable asset. We strive to provide a welcoming work environment.

We offer employees a competitive compensation program, opportunities for learning and development, an employee discount program, access to wellness programs, and a variety of Employee Assistance Program tools and online resources to support well-being.

At Tarion, we believe that a strong commitment to diversity and inclusion allows employees to perform at their very best and underpins a culture in which everyone feels they have an equal opportunity to belong and build a career. Tarion is committed to developing and maintaining work environments and practices that ensure equality of opportunity in recruitment, selection and promotion, and to removing systemic barriers so that employees have every opportunity to feel included in the workplace.

If you are a person with a disability and have questions or would like help with your application, please email careers@tarion.com or contact a member of the Human Resources Department.

Application Submissions & Deadline:

Please submit a covering letter and resume with vacancy code **DCC011524** to careers@tarion.com.