



Marketing and Communications Specialist

The Centre for Study of Insurance Operations (CSIO) is a national property and casualty (P&C) insurance technology association with insurer, vendor, and over 38,000 broker members across Canada. CSIO is committed to driving innovative solutions that enable the best insurance experience in Canada by overseeing the development, implementation, and maintenance of technology Standards and solutions.

Our busy marketing & communications team is responsible for driving awareness of our Data Standards, technology solutions and services, educating our members on the work we do, the relevance of emerging technologies, and the importance of digitizing their business and customer experience. We are looking for an enthusiastic team player who wants to make a meaningful impact in a changing industry.

In this opportunity, you will:

- Enhance your critical thinking skills
- Gain experience managing projects from conception to implementation
- Strengthen writing skills and communicating technical information to broad audiences
- Be exposed to innovative and emerging technology
- Gain a broad understanding of the P&C insurance industry

Position Summary:

We are looking for an energetic individual who will be responsible for ensuring that CSIO's corporate brand is reflected in all channels to our members and stakeholders. The successful candidate will create and manage compelling multi-channel content for various audiences, deliver marketing campaigns, and measure and interpret data to draw insights and report on key performance indicators. The ideal candidate thrives in a dynamic, collaborative, multidisciplinary environment and jumps at the opportunity to take initiative and make valuable contributions to the work of team members.

You are a skilled content creator who:

- Demonstrates strong writing skills in a variety of formats, e.g., feature articles, press releases, blogs, annual reports, white papers, web copy, social media, videos, presentations, digital marketing campaigns
- Has a keen understanding of various digital marketing & communication vehicles, including best practices and current trends
- Can simplify complex, technical information into engaging, story-driven content
- Understands and can lead marketing and communications metrics and measurement tactics
- Demonstrates creative and big picture thinking
- Has excellent planning and organizational ability
- Is a team player with a strong desire to learn and collaborate in an integrated team

The successful candidate will be responsible for:

- Managing content and campaigns from development to launch, leveraging all relevant digital marketing and communication vehicles
- Managing digital assets (websites, social media, email campaigns, etc.) including content planning, content creation in CMS, performance reporting and analysis, etc.
- Creating meaningful content based on emerging technologies, current industry news, and CSIO priorities
- Crafting compelling communications to support business goals



- Educating brokers on digital tools and technology to help them digitize their business and customer experience

Qualifications:

- Bachelor's degree in marketing, communications, journalism or public relations. Certificates or additional training in related fields are an asset
- 3-5 years of experience in digital marketing or corporate communications
- Superior written communication skills, demonstrated through a writing portfolio
- Strong understanding of digital marketing and communications and best practices
- Demonstrated exceptional critical thinking, entrepreneurialism, and attention to detail in all work delivered
- Knowledge of analytics tools and ability to make insight-based recommendations to improve performance
- Track record in building positive working relationships
- Strong sense of urgency with proven experience delivering and working in a fast-paced environment
- Ability to challenge the status quo
- Experience with graphic design, web design, video creation, CMS is an asset
- Previous experience in P&C insurance or technology industries is an asset

To apply for this position, please email your cover letter and resume to careers@csio.com.

CSIO is committed to providing reasonable accommodation for people with disabilities. Applicants are requested to make their needs known in advance.