



Senior Communications Specialist, Social Media and Digital Content

Toronto, ON

About CSIO

CSIO is the national technology association for Canada's property and casualty (P&C) insurance industry. Working collaboratively with insurers, brokers and technology partners, we develop the data standards, digital solutions and industry initiatives that improve connectivity, streamline the exchange of information and help the industry better serve Canadians.

Through innovation and collaboration, we're building a more connected, efficient and customer-focused insurance industry.

Why You'll Love Working Here

At CSIO, your work will help shape the future of Canada's P&C insurance industry. You'll join a collaborative team that's driving innovation across the industry and work alongside respected leaders, insurers, brokers and technology partners to bring important ideas to life.

This is an opportunity to create meaningful digital content that reaches thousands of insurance professionals across the country. You'll have the freedom to bring new ideas forward, develop creative campaigns, strengthen a respected national brand and see the real impact of your work.

If you're passionate about storytelling, social media and creating content that informs, engages and inspires, you'll find meaningful work and room to grow your career at CSIO.

About the Role

Reporting to the Director of Communications, the Senior Communications Specialist, Social Media and Digital Content will lead CSIO's digital communications efforts across social media, website content and external communications.

This role is responsible for developing engaging digital content, growing CSIO's online presence, managing website content, measuring social media performance and supporting key corporate communications initiatives, including newsletters, media announcements and the annual report.

Combining creativity with strategy, you'll use data and insights to continually improve content performance while helping strengthen CSIO's reputation as a trusted leader in Canada's insurance industry.

Key Responsibilities

Social Media Strategy & Brand Growth

- Lead the development and execution of CSIO's social media strategy to increase brand awareness, industry engagement, and follower growth.
- Create compelling, audience-focused content that showcases CSIO's expertise, programs, services and value to members.

- Develop integrated social media campaigns that support organizational priorities, education programs, events and strategic initiatives.
- Build and maintain a content calendar aligned with organizational priorities and key industry events.
- Monitor emerging trends and identify opportunities to elevate CSIO's brand through timely and engaging content.
- Track and analyze social media performance, using data and insights to optimize content, increase engagement and grow audiences.

Website & Digital Content Management

- Lead the management and continuous improvement of CSIO's website, ensuring content is current, engaging, accurate and user-focused.
- Develop, publish and maintain website content, landing pages and campaign pages that support organizational priorities.
- Collaborate with internal subject matter experts to transform technical and industry content into clear, compelling digital communications.
- Optimize website content using SEO best practices to improve discoverability and user experience.
- Monitor website analytics and recommend enhancements to improve traffic, engagement and content performance.
- Ensure all digital content reflects CSIO's brand standards, messaging and editorial quality.

External Communications & Corporate Publications

- Develop engaging external communications that strengthen CSIO's brand and promote its programs, services and industry leadership.
- Write and edit a variety of communications, including press releases, member newsletters, digital newsletters, feature articles, website stories, executive messaging and other external communications.
- Support the planning, writing and production of CSIO's Annual Report and other corporate publications.
- Develop member success stories and organizational stories that demonstrate CSIO's impact on the Canadian P&C insurance industry.
- Identify opportunities to amplify CSIO's thought leadership through original content and industry channels.
- Identify and develop compelling stories that highlight CSIO's innovation, leadership and impact across the insurance industry.

Qualifications

Education



- University degree in Communications, Public Relations, Marketing or a related discipline.

Experience

- 3–5 years of progressive experience in communications, digital communications, brand marketing or content marketing.
- Demonstrated success developing and executing social media strategies that have increased brand awareness, audience engagement and follower growth.
- Proven ability to create compelling digital content across multiple platforms, including websites, social media and email marketing.
- Hands-on experience with website content management systems.
- Excellent writing and editing skills, with experience producing corporate publications such as annual reports.
- Background working in a member-based organization, professional association or other regulated industry is considered an asset.

Knowledge & Skills

- Exceptional writing, editing and storytelling skills.
- Deep understanding of social media platforms, audience engagement and content strategy.
- Proficiency managing website content and applying SEO best practices.
- Knowledge of digital analytics, performance measurement and content optimization.
- Strong attention to detail and commitment to producing high-quality work.
- Proficiency with Microsoft 365, website content management systems, Canva and digital communications tools.
- Bilingualism (English/French) or proficiency in French is considered an asset.

Compensation and Benefits

In addition to a competitive compensation package, this role includes an annual performance bonus, comprehensive health and wellness benefits, and the flexibility of a hybrid work model (two days per week in our downtown Toronto office and three days remote).

Apply

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

CSIO is committed to accessibility and inclusion. Accommodations are available upon request.