



ACCESSIBLE MEDIA INC.

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EMPLOYMENT OPPORTUNITY

Position Title:

Communications Specialist, Toronto (ON)

Do you want to make a difference every day? Do you have experience writing as well as developing and executing comprehensive external communications plans? Then AMI is the place for you.

Who we are:

Accessible Media Inc. (AMI)'s mission is to entertain, inform and empower Canadians who are blind or partially sighted. Operating three broadcast services, AMI-tv and AMI-audio in English and AMI-télé in French, AMI's vision is to establish and support a voice for Canadians with disabilities, representing their interests, concerns and values through accessible media, reflection and portrayal.

The role:

Currently we are recruiting for a Communications Specialist based in Toronto, our head office. The individual will be in charge of developing and executing comprehensive external communications plans that contribute to the awareness, promotion and maintenance of AMI's original and acquired content and its distribution platforms.

If you are interested in being part of such an awesome and passionate team, we would like to hear from you!

Responsibilities:

1. Research and draft a variety of content communications materials including but not limited to: press releases, media pitches, program descriptions, newsletters, social media posts and blogs
2. Support AMI's media relationships by creating and maintaining a data base of related/relevant media sources, contact and directories.
3. Manage monthly e-newsletter that is distributed to AMI partners and stakeholders.
4. Contribute to AMI's online presence by updating existing and creating new brand copy for the website and social media channels.
5. Work with Marketing Specialist to develop and grow AMI's brand social media strategy; and to develop promotional campaigns
6. As needed, support corporate and brand at conferences, tech fairs, live social media activations, special events, program premieres etc.

Requirements:

- Post-secondary education in Marketing, public relations, or communications
- Minimum 3 years in Public Relations, Communications or Marketing
- Knowledge of Marketing & Communications methodologies and functions
- Proficient in Word, Excel, Outlook and PowerPoint
- Strong written and oral communications skills
- Strong organizational and time management skills
- Ability to establish and maintain positive working relationships
- Ability to work independently, manage multiple tasks and set priorities
- Some travel required over the year
- Bilingualism (French/English) is an asset

Applicants should email their resume and covering letter to: jobs@ami.ca. Please reference the position title in the subject line of the email.

Accessible Media Inc. is an equal opportunity employer and encourages applications from qualified women, men, visible minorities, aboriginal peoples and persons with disabilities. Should you require an accommodation for the recruitment or interview process, please let us know.

We thank all applicants for their interest, but only candidates selected for an interview will be contacted. No phone calls please.