

COMMUNICATIONS SPECIALIST (Copywriter)



TORONTO | Reporting to: Director, Marketing & Communications

POSITION OVERVIEW

We are seeking a dynamic, highly organized Communications Specialist to join our growing organization. The successful candidate should be detail-oriented and a creative thinker with excellent writing and research skills to help us elevate all content and thought leadership. As a member of the Marketing Team, the Communications Specialist (Copywriter) will write and edit copy for a variety of projects (including press releases, print, web, video, and social media), working closely with the Leadership, Key Stakeholders and design teams to brainstorm ideas, create concepts, and develop messaging. Thorough research and interviews will be required to understand each project's or client's industry, products/services, messaging and marketing goals. The most successful candidate will be a quick learner with a versatile writing style.

As a member of Canada's fastest growing insurance brokerage, the Communications Specialist (Copywriter) will help position and enhance the Navacord value proposition, client, and Broker Partner experience. They will be responsible for the creation and management of compelling content that supports and effectively communicates Navacord's growth and niches—includes internal and external communications, marketing writing, and integration/change management support as required.

Who You Are: You are a solid copywriter, well versed in trending styles, and creativity is in your DNA. You have a keen sense of storytelling. Using your strengths in relevant and high-impact digital content authoring, you are compelled to drive engagement and understanding of the complex.

Reporting to the Director, Marketing & Communications at Navacord and working alongside leadership and other key stakeholders, the Communications Specialist will contribute to a wide range of projects as we continue to build *The Great Canadian Brokerage.™*

CORE RESPONSIBILITIES:

- Develop and manage the Navacord Content Calendar
- Interpret or develop creative briefs and produce creative written content for assigned brands and projects
- Research and understand the client/project needs and target audiences, through online searches, reviews of existing research, interviews with subject matter experts, and in-person meetings
- Write original copy and edit content for a range of corporate marketing and communications materials—must be proficient in writing both short- and long-form content
- Collaborate with the Marketing Team and Subject Matter Experts from concept development to delivery of final product
- Consult with key business partners and recommend the appropriate approaches and vehicles to achieve business and marketing objectives
- Present copy concepts and final deliverables to internal team, and to client representative as needed, and participate in pitches on occasion
- Revise copy based on internal and client feedback/direction

Navacord is actively committed to support diversity, equity, and inclusion. We serve and recognize and respect human differences and similarities. We value the diversity of people and actively encourage women, indigenous peoples, members of visible minorities, people with disabilities, and lesbian, gay, bisexual, transgender, and queer (LGBTQ2+) persons to apply.

CORPORATE COMMUNICATIONS:

- Create thought leadership materials for Executives
- As required, create and deliver press releases, media relations content, case studies, white papers, executive bios, corporate newsletter content, social media content, and speaking proposals
- Provide input into the social media strategy for Navacord and manage profiles
- Develop and distribute shareable content to Navacord's Broker Partners
- Support the onboarding and integration of new Broker Partners across Canada
- Participate in special projects and cross-functional activities to support successful program or project rollouts and change management

SALES ENABLEMENT:

- Identify new content opportunities, develop and source content, coordinate and align content calendar activities to deliver a cohesive and compelling story across all channels.
- Help to optimize communication efforts with segmentation, personalized digital tactics that nurture and engage target audiences—particularly in support of recruitment
- Monitor and deliver regularly scheduled marketing and communications vehicles
- Execute promotional and business writing projects including editing and managing the approval process for print and digital tactics
- Effectively develop and map innovative nurturing and drip campaigns for Navacord's niche markets using A/B/n testing and sound analysis of user behaviours to increase conversions

OTHER:

- Other duties as required

REQUIREMENTS:

- Bachelor's Degree or Diploma in Journalism, Communications, the Humanities, or a communication-related field – or relevant work experience
- Minimum 3-5 years' of Communications / Copywriting experience having demonstrated an exceptional work ethic – preference given to those who have supported an entrepreneurial and/or sales based organization
- First-rate written and verbal communication skills (we welcome the grammar police – with an eye to plain language and versatile writing styles to meet the audience needs)
- A creative professional with strategic experience who can consult, influence and advise internal stakeholders in the development of thoughtful pieces that engage, inform, and motivate
- Ability to identify opportunities to link projects, initiatives or promotions together
- Excellent interpersonal skills: must be able to consult, influence and negotiate with people from diverse backgrounds and levels throughout the organization
- Experience in the Insurance / Financial Services sector an asset
- Experience with social media management and associated advertising platforms
- A master in the MS office suite of products (PowerPoint, Word, Excel)
- Good working knowledge of WordPress and website content management
- Familiar and comfortable using BMS, CRM, and email marketing platforms a bonus
- Writing samples to be requested during the interview process. Test assignment will be administered to shortlisted candidates.

"We are 'owners serving owners' who are passionate about providing the attentive service and expert advice our clients need to manage complex risks and rapidly changing times."

SOFT SKILLS:

- Demonstrated ability to make common sense decisions and solve problems independently, while also being able to accept direction and follow/understand brand guidelines and industry compliance
- A quick study on corporate processes, industry terms and content
- Strong attention to detail, quality, and above average time management skills
- A great multi-project manager
- An excellent communicator who can actively listen to understand, ask smart questions, and work well with experts and sales professionals
- A people person—the Marketing Team interacts with, supports, and serves a broad range of corporate stakeholders, clients, prospects, and community partners
- The ability to lead and drive projects independently
- Excellent communication skills with an ability to build relationships with team members and business partners
- Exhibit strong leadership skills by driving for action, managing complexity and generating innovative solutions
- Ability to embrace change and adapt to constantly evolving business priorities

Qualified candidates are invited to email their resume and cover letter to: careers@jdimi.com

BUILDING THE GREAT CANADIAN BROKERAGE

Navacord is a leading insurance and risk management brokerage created to keep the Canadian entrepreneurial spirit alive. Led by a passionate and engaged partnership group, Navacord Broker Partners are committed to the success of their clients by delivering expert advice in an increasingly complex world which allows them to face the future with confidence.

- ✓ 4th Largest Commercial Brokerage in Canada
- ✓ 1,500+ Employees
- ✓ 50,000+ Commercial Clients
- ✓ ~\$300mm Revenue
- ✓ 75% B2B (Commercial & Benefits)
- ✓ 25% B2C (Personal Lines)
- ✓ ~\$2.5 Billion Annual Premium

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