

# Career Opportunity



## WHO WE ARE

AccertaClaim Servcorp Inc. (Accerta) is a B Corp certified social enterprise enabling healthcare equality for all.

As a social enterprise, we manage dental, vision, drug, and healthcare benefits programs exclusively for government and social services agencies in Canada. Our targeted experience and innovative technology provide cost savings, reliable service, process continuity, and accurate, insightful data that enables governments to make informed strategic decisions, reducing stress on the healthcare system through streamlined administration.

## ABOUT THIS OPPORTUNITY

Accerta Services Inc. (ASI), a subsidiary of AccertaClaim Servcorp Inc., is seeking a full-time Communications Lead. Under the direction of Accerta's Director, Public Affairs & Communications, the successful candidate is primarily responsible for developing and maintaining the marketing and promotional assets for AccessOAP. The successful candidate will ensure effective communication, promotion and marketing, and involvement within and outside the organization to support our goals. The role requires confidence in communicating with people and groups. This person would contribute to the evolution of the overall marketing approach and ensure that content is accessible and optimized to build trust and confidence in AccessOAP and Accerta. Serve as the primary advocate and expert for accessibility within the organization. A commitment to purpose-driven work and understanding of social responsibility, transparency, and accountability. The candidate will be a thought leader at Accerta and have a continuous learning mindset.

## ACCOUNTABILITIES

### Communications and Digital Marketing:

- Assist in the development and execution of the department's communications plan.
- Stay informed about advancements in communication tools and technologies to recommend an updated suite of tools.
- Update content to align with shifts in program direction and evolving public expectations and needs.
- Recommend strategies to optimize websites platform for enhanced functionality and user experience.
- Contribute to the segmentation and understanding of various markets and audiences.

**How to Apply:** We accept applications submitted via email to [recruit@accerta.ca](mailto:recruit@accerta.ca)

**Website:** [www.accerta.ca](http://www.accerta.ca)



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- Demonstrated experience delivering a variety of digital assets, including rich media online ads, and microsites.
- Reach target markets and influence positive behavioural and attitudinal changes.
- Determine and meet Key Performance Indicators for digital campaigns.
- Proven ability to launch and manage integrated marketing campaigns.
- General understanding of google analytics and web metrics, with the ability to generate, analyze and interpret data.
- Experience working on social media campaigns, with an understanding of social marketing.
- Experience translating data and research findings in plain language for media and other external audiences.
- Proficiency in website management platforms such as WordPress, Joomla, Drupal, or similar CMS (Content Management Systems).
- Understanding of web development languages and technologies such as HTML, CSS, JavaScript, .NET and PHP would be an asset.
- Experience with website design principles and user interface/user experience (UI/UX) design.
- Recommend strategies to maintain the website's currency and effectiveness in meeting organizational goals.
- Ability to troubleshoot technical issues and perform basic website maintenance tasks.
- Superior skills in computer software including effective skills in Microsoft Office, Teams, and Adobe Products.

## **Accessibility:**

- Develop and implement strategies to ensure Digital products, services and content are accessible to all user, including those who have disabilities.
- Develop and advocate for innovative ideas aimed at reaching difficult-to-access demographics.
- Develop, research, and write user-friendly accessible content for articles, scripts, and key messages for all communication materials in all media formats – print, web, portal, social media, videos, and presentations.
- Proven ability to translate complex information into clear, concise, and engaging content for diverse audiences on various platforms. In addition, editing and proofreading skills with a keen eye for detail are required.

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## QUALIFICATIONS

- Completion of a post-secondary degree or equivalent in marketing, business, digital media, journalism, communication, website/graphic design, English, or liberal arts.
- At least 5 to 7 years of communications and/or digital marketing experience.
- Superior written and interpersonal communication skills.
- Effective deadline management and project management skills.
- Experience managing projects from inception to completion.
- Development of a comprehensive communications document library that houses all relevant web materials. Organization and categorization of documents to ensure easy access and retrieval of information. Regularly update and collaborate with other teams to gather and compile relevant documents.
- Implemented and maintained document tracking version control systems.
- Flexibility to adapt to unexpected and time-sensitive demands.
- Lead the work with external vendors to create accessible, user-friendly, and accessible platforms and materials for diverse families.
- Exceptional organization and project management skills with the ability to prioritize and meet deadlines in a fast-paced environment.
- Measurement of outcomes of projects against stated objectives.

## WHAT WE OFFER

- A permanent position with a competitive salary package and easily accessible downtown location.
- A competitive benefit package that includes a DB Pension Plan and Health Care Expense Account (HCEA).
- Opportunities to increase your earnings through performance-based incentive programs.
- Growth opportunities in a company that promotes from within.
- Time off to volunteer within our community
- Hybrid working environment

## FLEXIBLE WORK ARRANGEMENT:

We support a hybrid approach, which will give everyone the best of both worlds – a mix of home and in-office workdays. Hybrid schedules will be determined in partnership between individuals, managers, and the team.

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## INCLUSION AND EQUAL OPPORTUNITY EMPLOYMENT

Accerta is an equal opportunity employer and committed to fostering diversity and inclusion in the workplace. We are committed to fair employment practices and all qualified applicants will receive consideration for employment. We offer accommodation for applicants with disabilities, as required throughout the recruitment process. Accommodations are available on request for candidates taking part in all aspects of the selection process.

To request accommodation, please contact [accessibility@accerta.ca](mailto:accessibility@accerta.ca).

We appreciate your interest in working with us; however, only those applicants selected for interviews will be contacted.

Final candidates for this position may be required to undergo a security screening, including criminal records check, judicial matters check, vulnerable sector screening and employment reference check.

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