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Town of Aurora

Employment Opportunity

Corporate Services

Division of Human Resources

Marketing and Communications Specialist

Employment Type: Contract, Full Time (Up to 18 months)

Location: Aurora, Ontario

Salary Range: \$87,808.53 to \$109,760.80

Vacancy Reason: Temporary Replacement

Closing Deadline: August 19, 2026

The Town of Aurora is located in the heart of York Region and just 30 kilometers north of Toronto. Our vision is to become a progressive community with a small-Town charm and our mission is to deliver exceptional services that make people proud to call Aurora home. Our workforce is talented, diverse, and committed to fostering a culture that exemplifies teamwork, embraces innovation, and values diversity, equity, and inclusion to achieve mission excellence. It is important that our workforce reflects the citizens we serve. Come join us at the Town of Aurora, "You're in Good Company".

Position Summary

Reporting to the Manager of Corporate Communications, with a dotted line to the Manager of Aurora Town Square, the Marketing and Communications Specialist will provide a high level of commitment to relationship building and community engagement, through innovation, technology, creative advertising, and marketing techniques.

Responsibilities

- Create engaging, creative, professional and high-quality marketing and communications that support cultural tourism and deliver comprehensive strategies to increase awareness of and participation in the activities and programs delivered at Aurora Town Square.
- Lead creative design for all Aurora Town Square related projects including print, digital and out-of-home initiatives including brochures, cultural tourism packages and corporate packages for conferences and corporate events.
- Recommend and execute appropriate marketing tactics for each program and performance season, coordinate advertising and promotional activities, and act as a liaison with internal client groups and external vendors, ensuring all marketing materials comply with brand standards.
- Oversee the brand development and work with internal and external stakeholders to develop communications and marketing products to keep the community up to date on programming and events.
- Produce, shoot and edit videos showcasing the facility offerings, promoting cultural activities and programs and creating video archives of significant events and activities.
- Manage the Aurora Town Square microsite and social media channels.
- Develop and refine a marketing plan and budget tracker for each programming and performance season as well as create and maintain a content calendar for website, social media and print communications.
- Create and maintain all marketing related databases, and design, prepare and distribute email newsletter/email updates.
- Attend Town and community events, acting as a brand ambassador, to share information and solicit feedback on cultural programming related to the new facility.
- Create patron surveys, compile and present the results to inform marketing and programming decision making.
- Analyze and summarize findings from campaigns to improve future public relations, marketing and advertising campaigns.
- Liaise with Corporate Communications and performing artists to coordinate public relations and media opportunities.
- Other duties as assigned.

Qualifications

- College diploma in communications, marketing, public relations or related program.
- Minimum 5 years of experience in marketing, communications and/or public relations, preferably in the municipal or arts and culture sectors.
- Solid understanding of advertising, marketing and communication best practices with an ability to think outside of the box.
- Outstanding graphic design, photography and videography expertise.
- Experience producing complex digital and print marketing materials and knowledge of print production and pre-press processes required.
- Experience writing for the web and social media and managing/updating website content and a diverse group of social media platforms.
- Excellent project coordination, planning and customer service skills.
- Experience with community engagement with a strong focus on developing meaningful partnerships with local cultural groups, artists and cultural professionals.
- Experience executing external and internal communications strategies and working with creative teams to execute digital and traditional marketing programs, including social media campaigns.
- Ability to work well with internal clients, staff, residents, community partners and Council.
- Exceptional communication, interpersonal, facilitation and conflict-resolution skills.
- Strong time management and organizational skills with the ability to adapt and be flexible to changing environments.
- Solid computer skills including Microsoft Office Suite, Adobe InDesign, Adobe Illustrator, Adobe PhotoShop, Adobe Fireworks, Adobe Premiere Pro (or Final Cut), Adobe Lightroom, Content Management Systems (i.e., Word Press, Drupal), MailChimp.
- Must be willing to work outside regular business hours, including evening and weekend events, approx. 20% to 25% of the time.
- Able to lift 50lbs and transport camera equipment in a variety of different terrains.
- Must hold a valid Class "G" driver's license in good standing and have access to a reliable vehicle to use on corporate business.

Successful applicants to this position will be required to provide a **Police Criminal Record Check** that is satisfactory to the Town prior to their start date at the applicants' own cost.

If you are interested in joining our dedicated team of municipal professionals, please visit our [Jobs - Town of Aurora](#) page and apply to the position directly.

The Town of Aurora is an equal opportunity employer that is committed to an inclusive, barrier-free recruitment and selection processes and work environments. We are committed to recognizing and celebrating the diversity of opinion, talent and expertise that make each person unique. We thank all applicants and advise that only those selected for an interview will be contacted.

Applicant information is collected in accordance with the Municipal Freedom of Information and Protection of Privacy Act and will be used to determine qualifications for employment with the Town of Aurora. Questions about this collection of personal information should be directed to the Human Resources Division at 905-727-3123.

Artificial Intelligence Transparency Notice

At the Town of Aurora, we are committed to transparency and fairness in our recruitment process. While we utilize a recruitment system (ADP Workforce Now) with Artificial Intelligence (AI) powered capabilities, we do not currently use AI technology to screen, assess or select applicants relating to the recruitment process. While our system is equipped with AI tools, we prioritize a human-centered approach to recruitment. All candidate evaluations are conducted through direct human interaction, ensuring that hiring decisions are based on a thorough review of qualifications, skills, experience, and corporate cultural fit. We remain committed to transparency, fairness, and compliance with all relevant legislation, including Bill 149, in order to protect the rights and privacy of all applicants.