

## We're hiring: Digital Marketing Specialist

### Details:

**Job title:** Digital Marketing Specialist

**Job type:** Full-Time 18-month Term

**Reports to:** Director of Marketing & PR

**Location:** Remote (Canada)

**Salary:** \$64,000 to \$68,000 annually (40-hours per week)

### About the job:

At Asign, we believe in access for everyone. We're a sign language interpreting company dedicated to making workplaces and services across Canada more inclusive by bridging communication between Deaf and hearing people.

We're looking for a Digital Marketing Specialist to help us share that mission across Canada. In this role, you'll manage Asign's social media presence and create engaging, accessible content that connects with a range of audiences—from the Deaf community to organizations and professionals working to make their spaces more inclusive. You'll collaborate with our internal team, creative partners, and vendors to bring fresh ideas to life through stories, videos, and digital initiatives that educate, inspire, and build meaningful connections.

If you're passionate about digital storytelling, accessibility, and inclusion, this might be the perfect opportunity for you to make a real impact.

### What you'll do:

- Plan and manage Asign's social media schedule across LinkedIn, Instagram, and other channels
- Create engaging posts, reels, and captions featuring Asign team members. Oversee production from scriptwriting to filming and editing, ensuring accessibility through subtitles, descriptions, and transcripts, while collaborating with Deaf colleagues for input and feedback
- Maintain influencer and content creator relationships, planning content and timelines
- Develop marketing and sales collateral such as one-pagers, presentations, and infographics
- Coordinate and manage content creation (blogs, webpages, landing pages) to support SEO, thought leadership, and campaigns
- Support lead generation by developing resources and optimizing campaign content
- Collaborate with external vendors, agencies, and partners (e.g., designers, videographers, translators)
- Assist with event and trade show planning, including promotional materials, logistics, and lead follow-up, if necessary
- Plan timelines, deliverables, and budgets for assigned projects
- Ensure brand and messaging consistency across all channels and material
- Stay current with accessibility, industry, and marketing best practices

### What you'll bring:

- Bachelor's degree in Marketing, Business, Communications, or related field, or relevant experience
- 2–5 years of marketing experience, ideally with a focus on digital content, social media, or communications
- Experience creating content for social media (Instagram, LinkedIn) and coordinating campaigns.
- Familiarity with CRMs (e.g., HubSpot, Monday.com), project management tools, social media scheduling platforms (e.g., Hootsuite), and basic analytics tools
- Strong writing skills with the ability to adapt messaging for different audiences (corporate, government, Deaf community)
- Project management skills and ability to manage multiple campaigns, timelines, and stakeholders
- A creative mindset with an eye for design and storytelling
- Experience with content marketing and SEO best practices (landing pages, blogs, web copy)
- Comfort working with vendors and creative partners (designers, videographers, translators).
- Collaborative and team-oriented approach, with the ability to work across departments and with Deaf and hearing colleagues
- High attention to detail, organizational skills, and the ability to keep projects moving forward
- A passion in accessibility, language, and inclusion

Asign recognizes that many of the greatest ideas and discoveries come from a diverse mix of minds, backgrounds, and experiences – beyond the technical requirements of a job. If you meet the minimum qualifications and your experience is close to what you see listed here, please still consider applying.

We are committed to cultivating an equitable and inclusive work environment that acknowledges diversity in the Deaf population that we serve, in our interpreting community and workforce. Diversity of experience and skills combined with passion is a key to innovation and excellence; therefore, we encourage people from all backgrounds to apply to our positions.

Please let us know if you require accommodations during the application process.

Applications, including cover letter (letters in ASL are welcomed) and resume, will be accepted until Wednesday, October 22nd at 5:00 p.m. ET. Please complete this [application form](#) to apply.

You can direct questions to Asign Human Resources at [hr@asign.ca](mailto:hr@asign.ca).

Additional information about Asign can be found on our website at [asign.ca](http://asign.ca).