



ERA Architects Inc.
#600-625 Church St
Toronto ON, M4Y 2G1

COMMUNICATIONS CONTENT SPECIALIST (CLOSED POSTING)

ERA is a heritage architecture firm with our head office in downtown Toronto. We specialise in architecture, heritage conservation, adaptive reuse, urban and rural planning, landscape, and urban design. Our office is made up of architects, planners and designers who work collaboratively and creatively on hundreds of active projects.

We're looking for a communications content specialist to join our Business Development team. You are primarily a writer with a focus on digital, but are equally comfortable with a white paper or press release. You will support the strategic goals of the firm by developing and executing external and internal facing communications materials while maintaining ERA's brand standards, building trusted relationships with internal and external stakeholders, and providing analytics on what works and what doesn't.

You bring a high degree of energy and initiative, yet you approach your work with tact, diplomacy and care. You are highly organized, often prioritising and coordinating many tasks at once. You have a superior skill set for connecting with others, deal well with ambiguity, and have a pragmatic approach to demonstrating the value of communications and publicity efforts in a busy office.

Your Key Responsibilities:

- Write: develop pitch-perfect SEO-friendly content for our social channels and website, alongside results-focused B2B and media materials. Turn complex information on our projects, perspectives, and people into engaging narratives.
- Engage: create diverse content that works across channels – and resonates with clients, media, our community of practice, our staff and the public.
- Connect: as a core part of our creative team, align your work with our graphic assets, marketing efforts and business development goals to provide value to internal and external stakeholders.
- Measure: monitor media, publications, and online channels to ensure accuracy and identify trends that can inform ongoing communications strategy. Provide analytics to support your expertise in content development.

Core competencies:

- Strong writing and editing skills;
- Demonstrated experience with all common social platforms and Wordpress/Squarespace;
- Competency with Adobe Suite, including photo editing and layout;
- Ability to synthesize complex information to develop compelling stories;
- Exceptional interpersonal skills and ability to work collaboratively within a creative team;
- Extremely organized with the ability to multitask and set priorities;
- A degree in public relations, journalism, communications, or marketing, with experience in a related field (ideally in-house marketing communications)
- An understanding of and appreciation for architecture, urban policy and planning would be an asset.



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About ERA Architects: Founded in 1990 and based in Toronto, Montreal and Ottawa, ERA Architects Inc. specializes in architecture, landscape, heritage conservation and planning as they relate to historical places and provides full professional services for both the public and private sectors. Our core interest is in connecting heritage issues to wider considerations of urban design and city building, and to broader cultural values that provide perspective to our work at different scales. ERA frequently works collaboratively with other firms to engage in city building, conserving heritage architecture, and improving the built environment.

ERA does not discriminate against applicants or employees because of their race, creed, color, age, religion, gender, disability, sexual orientation, marital status, military status, national origin or ancestry. ERA is committed to fostering an inclusive and equitable workplace where all employees and partners feel valued, respected and supported. ERA is committed to working with and providing accommodation to applicants with disabilities.