

JOB DESCRIPTION
BCGEU

1. Position No. 81280	2. Descriptive Working Title Communications Specialist, Web	3. Present Classification AO II	
4. Department Digital and Creative Services	5. Branch Communications	6. Proposed Classification	Date Revised Oct 2019 Revised Dec 2020
7. Position No. of Supervisor 81247	8. Descriptive Work Title of Supervisor Manager, Digital and Creative Services	9. Classification of Supervisor Excluded Management	
10. Job Summary:			

The Communications Specialist, Web, supports the development, implementation and optimization of website design and content strategies. She/he/they draft and manage content for the website, support various web production projects, and coordinate the maintenance of BC Housing's websites.

11. Duties:

1. Coordinates the day-to-day aspects of maintaining the various BC Housing websites; responds to service desk requests, ensuring standards are met and service levels are appropriate.
2. Manages site content in the Content Management System (CMS) and posts updates.
3. Contributes to the development of a website governance and standards model and ensures adherence to the model for all BC Housing websites.
4. Monitors the editorial style guide to aligns with best practices and consistency.
5. Works with business owners across the organization to update online platforms to support corporate and operational business needs.
6. Assists with a variety of web production projects with dedicated internal and external resources including: designers, developers, subject matter experts, editors, social media team, etc.
7. Researches, writes and edits website and online content.
8. Coordinates and develops content for both website and social media platforms, including Google Maps, graphics, photos.
9. Supports the Communications team to develop content in conjunction with BC Housing's editorial calendar of announcements, program launches and events
10. Performs other related duties that do not affect the nature of the job, including participating on project task teams or assisting with special assignments

STAFFING CRITERIA

1. Position No. 81280	2. Descriptive Working Title Communications Specialist, Web	3. Present Classification AO II
4. Education, Training, and Experience		

Diploma or certification in web design development, digital communications, marketing, or other relevant discipline.

Minimum of three years progressive related experience in communications in the areas of digital strategy and content creation, and maintenance of complex websites. Experience in working with Content Management Systems, UX optimization, usability assessments and service delivery websites.

Or an equivalent combination of education, training, and experience acceptable to the employer.

5. Knowledge and Skills

Core Competencies:

- Personal Effectiveness
 - Communication
 - Results Oriented
 - Teamwork
 - Service Oriented
- Sound knowledge and understanding of current web editing tools, HTML and CSS
 - Sound knowledge of content strategy and best practices in UX, including information architecture development
 - Sound knowledge Content Management Systems and website analytics programs
 - Some knowledge of strategic communications planning, content development and strategy
 - Sound knowledge and understanding of best practices in web governance, web accessibility, digital standards, copyright/privacy laws, and Search Engine Optimization
 - Proficient in the use of MS Office applications (Excel, Word, PowerPoint, and Outlook)
 - Some knowledge and experience using Adobe Creative Suite (Photoshop, InDesign and Illustrator, Acrobat)
 - Excellent communication skills with the ability to interact with and understand technical subjects and emerging technologies
 - Strong writing and editing abilities, including ability to communicate with various online audiences using best practices and plain language
 - Strong interpersonal skills with openness, collaboration and the ability to work in a group setting.
 - Strong organizational and time-management skills, with a high level of attention to detail
 - Ability to work under tight deadlines and pressures, with scrupulous attention to details
 - Ability to assist the development of creative digital strategies to support business objectives of the organization
 - Ability to create multi-media packages within an online content-management system
 - Ability to analyze, problem-solve and mediate complex situations
 - Ability to build relationships with internal and external stakeholders to implement business objectives
 - Ability to be sensitive to the diverse perspectives of stakeholders and work with them to resolve differences and work cohesively together Ability to work quickly and manage multiple projects simultaneously
 - Ability to handle confidential and sensitive information in an appropriate manner and display a high degree of judgement, discretion and decision-making ability
 - Ability to work evenings and weekends as required

6. Occupational Certification
