

JOB DESCRIPTION
BCGEU

1. Position No. 81280, 81410	2. Descriptive Working Title Senior Web Content Strategist		3. Present Classification AO3
4. Branch Corporate Communications	5. Section Digital Communications	6. Proposed classification	Date January 2019 Revised July 2019
7. Position No. of Supervisor 81247	8. Descriptive Work Title of Supervisor Manager, Digital Strategy & Engagement		9. Classification of Supervisor Excluded Management
10. Job Summary:			

The Senior Web Content Strategist supports the development, implementation and optimization of website design and content strategies, draft and manage content for the website, manages various web production projects, and coordinates 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. Conducts content audits and participates in the development of website design and content strategies to ensure Information Architecture and User Experience (UX) all websites and Intranet provides quality service delivery for BC Housing's clients and partners.
3. Contributes to the development of a website governance and standards model and ensures adherence to the model for all BC Housing websites.
4. Develops and monitors application of a consistent editorial style guide that aligns with best practices.
5. Works with business owners across the organization to develop new online strategies or enhance existing ones to support corporate and operational business needs.
6. Manages a variety of web production projects with dedicated internal and external resources including: designers, developers, subject matter experts, editors, social media team, etc.
7. Provides communications support in the implementation, promotion and training related to the launch of online initiatives, including the development of collateral materials.
8. Researches, writes and edits website and online content.
9. Coordinates and develops content for both website and social media platforms, including Google Maps, graphics, photos.
10. Tracks and reports on weekly / monthly / annual analytics (organic and paid), prepares briefings and develops recommendations based on KPIs and specific communications goals.
11. Supports the Communications team to develop content in conjunction with BC Housing's editorial calendar of announcements, program launches and events.

12. Manages site content in the Content Management System (CMS) and posts updates.
13. Performs other related duties that do not affect the nature of the job, including participating on project task teams or assisting with special assignments.

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4. Education:		

- Degree or advanced diploma in web design development, digital communications, or other relevant discipline.

5. Knowledge and Skills

Core Competencies:

- Personal Effectiveness
 - Communication
 - Results Oriented
 - Teamwork
 - Service Oriented
- Sound knowledge and understanding of current web editing tools and software
 - Sound knowledge of content strategy and best practices in UX, including IA Development
 - Sound knowledge of Adobe Creative Suite: Photoshop, InDesign, Illustrator, Acrobat
 - Sound knowledge of Content Management Systems and website analytics programs
 - Proficient in MS Office Suite
 - Sound knowledge of copyright, privacy, and website best practises
 - Sound knowledge of strategic communications planning, content development and strategy
 - Sound knowledge and understanding of best practices in web governance, digital standards, and Search Engine Optimization
 - Good understanding of SEO (Search Engine Optimization)
 - Sound knowledge of social media and ability to create social media content
 - Sound knowledge of strategic communications planning
 - Ability to develop creative digital strategies that support the business objectives of the organization
 - Ability to create multi-media packages within an online content-management system.
 - Excellent communication skills (oral and written) with the ability to interact with and understand technical subjects and emerging technologies
 - Strong interpersonal skills with openness, collaboration and the ability to work in a group setting.
 - Strong organizational and time-management skills, detail oriented and the ability to work under tight deadlines and pressures, with scrupulous attention to details
 - Strong creative, writing and editing abilities, including ability to communicate with various online audiences using best practices and plain language
 - A high degree of judgement, discretion and decision-making ability
 - Ability to analyze, problem-solve and mediate complex situations
 - Strong ability to build relationships and educate various stakeholders on web standards, best practices, and governance
 - Ability to work with developers, content specialists, UX designers, QA, and other cross functional groups to implement web features
 - Ability to work quickly and manage a number of projects simultaneously
 - Ability to handle confidential and sensitive information in an appropriate manner
 - Ability to adapt to changes in the online publishing environment
 - Ability to communicate clearly to both technical and non-technical audiences

6. Experience:

- A minimum four years progressive experience in website management, including experience in developing digital strategies, maintaining large complex websites, and creating content for online audiences.
- Experience in working with Content Management Systems, UX optimization, usability assessments and service delivery websites.
- Experience working within a large public sector organization is an asset.
- Or an equivalent combination of education, training and experience acceptable to the employer may be considered.

7. Occupational Certification