

JOB DESCRIPTION

BCGEU

1. Position No. 81410, 81280	2. Descriptive Working Title Senior Communications Specialist, Web	3. Present Classification AO3	
4. Branch Equity and Corporate Affairs	5. Department Content Strategy	6. Work Location Hybrid – Site Central	Date Jan 2019 Revised Oct 2019; July 2022; May 2024
7. Position No. of Supervisor 81247	8. Descriptive Work Title of Supervisor Manager, Web Communications	9. Classification of Supervisor Excluded Management	
10. Job Summary:			

Reporting to the Manager, Web Communications, the Senior Communications Specialist, Web is responsible for developing, implementing and optimizing BC Housing website design and content to support digital strategies. He/She/They writes, drafts and manages content for websites, and coordinates various web projects.

11. Duties:	
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1. Leads the coordination of the day-to-day aspects of maintaining the various BC Housing websites; responds to higher complexity service desk requests, ensuring standards are met and service levels are appropriate.
2. Conducts content audits and participates in the development of website design including wireframes and content strategies to ensure Information Architecture and User Experience (UX) of all websites provide accessible, quality service delivery for BC Housing's clients and partners.
3. Ensures content adheres to the Accessible BC Act. Supports internal clients with plain language, readability and other web standards and web best practices outlined in the Act.
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. Coordinates a variety of web projects with dedicated internal and external stakeholders including designers, developers, subject matter experts, editors, and social media team.
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. Develops and oversees the coordination of content for BC Housing's websites and digital platforms, including map tools, newsroom, search module, graphics, and 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 teams to develop content in conjunction with BC Housing's editorial calendar of announcements, program launches and events.
12. Manages site content and user access to the Content Management System 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, Training, and Experience		

Advanced diploma in web design development, digital communications, marketing, or other relevant field.

Considerable experience in website management, including experience in developing digital strategies, maintaining large complex websites, and writing/creating content for online audiences.

Considerable experience working with content management systems, user-experience optimization, usability assessments, and service delivery websites.

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

5. Knowledge, Skills and Abilities

Core Competencies:

- Personal Effectiveness
 - Communication
 - Results Oriented
 - Teamwork
 - Service Oriented
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- Considerable knowledge and understanding of web editing tools, content strategy, and best practices in UX, including information architecture development
 - Considerable knowledge and understanding of content management systems and website analytics programs
 - Sound knowledge of webpage structuring and designing tools including HTML and CSS
 - Sound knowledge of strategic communications planning, content writing and strategy
 - Sound knowledge of copyright/privacy laws, digital standards, web governance, and search engine optimization
 - Strong web writing and editing skills to communicate clearly with all audiences
 - Sound knowledge of design tools such as Adobe Photoshop, InDesign, and Illustrator.
 - Proficient in the use of Microsoft 365 applications including SharePoint and Teams
 - Strong interpersonal skills with openness, collaboration and the ability to work in a group setting
 - Strong organizational, project management, and time-management skills
 - Ability to develop creative digital strategies and implement them in CMS.
 - Ability to analyze, problem-solve and mediate complex situations
 - Ability to build relationships with internal and external stakeholders to educate on best practices and governance
 - 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 under tight deadlines and pressures, with scrupulous attention to details, while managing multiple projects simultaneously
 - Ability to travel on Commission business and work evenings and weekends as required
 - Valid BC Driver's License and must meet requirements to qualify for car rental insurance

6. Occupational Certification
