



**COUNTY OF GRANDE PRAIRIE
JOB DESCRIPTION**

JOB TITLE: Digital Content Coordinator	CURRENT CLASSIFICATION/GRID AD Grid Level 5(h)	POSITION # 484
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NOC CODE: 2175
STANDARD HOURS: 35 hours/week (non-management)

JOB TITLE OF IMMEDIATE SUPERVISOR	SUPERVISOR'S CLASS/GRID	POSITION #
Communications Manager	AD Grid Level 7(h)	53

DIVISION	DEPARTMENT	LOCATION
CAO's Office	Communications	Admin Building

PROGRAM FUNCTION:

The Communications department coordinates and/or provides corporate communications services for the County, including external and internal communications, communications planning, media relations, stakeholder relations, marketing, issues management, crisis communications, and development of publication/brochures.

The department manages internal and external website content, social media, and ensures that all County communications reflect the Strategic Plan, including corporate values and priorities. The Communications department is also responsible for providing communications support to County Council.

PURPOSE OF JOB:

The Digital Content Coordinator is responsible for coordinating and developing multimedia content for use in digital communication channels such as County websites, social media sites, e-newsletter and associated applications to facilitate current, timely delivery of County material to internal and external stakeholders. This includes maintaining usability, ensuring currency of site content, and training and assisting staff with content development and standards. The Digital Content Coordinator oversees content on all areas of the website in terms of ensuring that messaging meets corporate communications, brand and formatting standards and guidelines.

This position indirectly supervises and provides support to more than 150 staff, which provides department-level content to the website and intranet.

Reviewed Date: March 2020

Job Duties and Tasks:

Administer and support County websites – public website and intranet:

- Design, develop, and implement digital content on the County's intranet, website, social media, e-newsletter and other online tools ensuring that messaging meets corporate communications, brand and formatting standards and guidelines.
- Developing, implementing and updating content strategies for the website, intranet, and social media platforms, ensuring departments' digital communication aligns with the County's vision, values, priorities and brand
- Ensure main pages on sites are current and that site information is accurate and easy to find.
- Encourage, train, and assist staff in utilizing the website/intranet to communicate their messages. This includes developing and maintaining training materials.
- Troubleshoot web-related issues, working with IT and external consultants as required.
- Answer calls and guide people (internal/external) in finding what they need on the site, who they need to speak with
- Notify responsible parties when issues arise with content and ensure steps are followed to rectify problems. Requires incumbent to exhibit strength of personality to advise staff editors when content is not appropriate or needs editing.
- Monitoring and responding to inquiries received on the County's social media channels
- Monitoring emerging social media trends and generating reports/updates with recommendations for future enhancements
- Enhancing County website usage through research, gap analysis, evaluating trends using web analytics software, and provide strategic content and optimization recommendations
- Compiling and analyzing statistics on website, intranet and social media content for evaluation purposes
- Developing and/or supporting the production of video, graphic design and audio elements.
- Photography at County events and community events
- Ensuring staff, vendors and stakeholders are following the County's branding guidelines
- Providing online crisis communication support for emergency events (Emergency Operations Support)
- Providing support to the Communications team to fulfill other communications related tasks
- Provide afterhours support as necessary.
- Compile and analyze statistics on the County's websites.

Research and project management:

- Research web sources and publications, work with other municipalities, and attend events presenting on current and upcoming best practices and new technologies.
- Review and maintain web policies, guidelines and standards ensuring all are kept up to date.

Develop content:

- Rework print content for display on the web/social media sites. Reformat content from print form and present on web according to web writing and usability standards.
- Develop content for use on the web and oversee the development of new pages.
- Develop graphics and logos as required for web, print and other uses.
- Provide photography, photo editing and AV editing for web, print and other uses.

Administration:

- Budget needs for digital communication channels including intranet, website, social media channels.
- Ensure the effectiveness of delivery through monitoring residents' feedback via online surveys, reviewing incident tracking system and communicating with various departments to gain understanding of resident's concerns and questions.

Other related duties as assigned.

QUALIFICATIONS STATEMENT

Education and Experience:

- University degree or college diploma in digital marketing, content development, or similar
- Experience with website design and content management systems, protocols and development tools
- Experience in social media marketing, digital media or managing social media accounts and campaigns (Facebook, Twitter and LinkedIn at a minimum)
- A valid driver's license is required
- Communications related experience, knowledge and skills
- Project management experience

Knowledge, Skills and Abilities:

- Proven ability to design, develop, and implement written content, images, and video across a variety of digital channels (website & social media)
- Ability to create from scratch multimedia content (including audio, photos, & videos)
- Experience in website content management systems (CMS) and online / social media marketing
- Experience in reporting on key metrics using available analytics, e.g. Google Analytics, Twitter Analytics, Facebook Insights, etc.
- Strong ability to deal with frequent and multiple demands that require intensive mental focus and high adaptability
- Strong project management, organizational and multi-tasking skills.
- Knowledge of public relations and marketing
- Knowledge of advertising, news media, graphic design and printing principles and procedures.
- Proven written and verbal communications and interpersonal skills.
- Demonstrated ability to provide leadership, direction and support to internal clients and external consultants
- Ability to work independently with confidence and also in a team setting
- Use of Graphic Software (Adobe Photoshop/Illustrator)
- Use of Audio and Video editing software
- This position can be high stress, and the incumbent needs to remain calm and professional in dealing with staff and residents, who may be frustrated, as well as be flexible and available to help at a moment's notice. Those filling this position also need to be able to balance competing priorities, a varied workload and short deadlines. The position receives a wide range of requests from public, staff, managers and Council members, and is called upon during crisis situations to update the site outside of office hours. The job requires the incumbent to have an eye for details, and to be forward thinking to keep with the times and ensure a positive experience to all users.
- Ability to ensure all work-related information is kept confidential as per policy and in accordance with Freedom of Information and Protection of Privacy Act.
- Ability to comply with records management practices as stated in the Records Management Policy.

Core Competencies:

- Teamwork
- Customer Focus
- Interpersonal Skills
- Communication
- Confidentiality
- Record Keeping

Training Matrix:

- Winter driving fundamentals/Defensive driving
- Musculoskeletal Injury Prevention: Office Environment
- Hazard ID, Assessment and Control
- Workplace Violence Prevention
- BUDDIE
- Enterprise
- FOIP General Awareness Training
- WHMIS
- Electronic Records Training
- Call 2 Order Training
- Customer Services
- First Aid including AED (preferred)
- Fire Extinguisher training (preferred)

JOB DESCRIPTION CERTIFICATION:

I have read this job description:

Incumbent's Signature Name (print) Date

This job description is an accurate statement of the position's assigned duties, responsibilities, and reporting relationships.

Supervisor's Signature Name (print) Date

This Job Description is in the appropriate format and contains sufficient data for its evaluation in the County Job Evaluation Plan:

HR Manager's Signature Name (print) Date