



Web Administrator

Permanent, full-time – 35 hours per week
\$74,783.80 - \$93,475.20/ annum

Come work with us!

At the City of Leduc, our mission is People. Building. Community. We offer a collaborative and dynamic workplace where our values of Teamwork, Service, Respect, and Leadership guide our conduct and contribute to a healthy culture. If you would like to work as part of a progressive organization and enjoy a fast-paced environment, then this may be the opportunity for you.

What is the opportunity?

We are currently recruiting a permanent, full-time Web Administrator for our Communications & Marketing Services team. The Web Administrator reports to the Lead Creative and Digital Media Services and has oversight over www.leduc.ca, www.maclabcentre.com, and the staff intranet (the Loop). This position works collaboratively across the City to facilitate the creation, development, and maintenance of the City's web sites. The Web Administrator plays a large role in maintaining the structure and integrity of the websites to align with the vision, design principles, and the brand. This position will work closely with content owners for content development, regular page reviews and retirement.

What will you do?

- Oversee day-to-day operations of the City website, microsites and application ecosystem, including the intranet and ensure alignment with the city's strategic plan and web strategy.
- Supports the website content development and publishing process from a technical angle by providing guidance on module capabilities, information architecture structure, accessibility, SEO, and authoring.
- Assist clients in defining their web information business needs, advising them on content placement and navigation within the city website.
- Coordinate with communications team members, designers and other content contributors across the organization to collect content to update existing digital interfaces
- Measure City of Leduc website usability and effectiveness and develop actionable methods to improve the user experience.
- Monitor and analyze website and/or campaign performance and provide strategic optimization recommendations.
- Conduct continuous improvement initiatives by identifying gaps, gathering information, analyzing and developing recommendations for improvement and implementation.
- Conduct regular content audits to eliminate redundant and/or duplicate information.

- Coordinate and/or lead a variety of website focused projects and initiatives as assigned.
- Ensure proper management of Search Engine Optimization (SEO) ensuring Leduc web properties rank highly in search engine results, driving more traffic to the website. This includes optimizing technical performance (monitoring page speed, content structure, proper information architecture, domain security), maintaining quality of content, usage of keywords, and maintaining consistent metadata tagging.

What do you need to succeed?

You are an ideal candidate if you have the following:

- Degree or diploma in information technology, communications, marketing or a related discipline from a recognized institution, coursework in web analytics, design and information architecture or other specifically related content.
- Minimum of five (5) years' experience working with website and communications projects.
- Expert knowledge of content management systems.
- Expert knowledge of leading practices for web design including responsive design, SEO, and accessibility.
- Expertise in integrated digital marketing and communications campaign development.
- Experience with digital media monitoring and analytics programs/reporting tools.
- Excellent project management skills
- Excellent written, verbal and listening communication skills.

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- Competitive salary
- LAPP pension
- Comprehensive health, dental and wellness benefits, including a generous healthcare spending account
- Professional development opportunities
- Flexible work arrangements, including a hybrid work environment and participation in an attractive Earned Day Off program
- Starting at 3 weeks' vacation per year
- Safe office location in a park-like setting
- Free parking
- Annual City of Leduc recreation pass, including access to free drop-in programs

Successful candidate must be willing to provide CRC at own expense.

If this sounds like you, we want to hear from you! To apply, please visit our website at: www.leduc.ca/careers

Competition closes at 11:59 pm (MT) on 9 May, 2024 This competition may be used to fill future vacancies at the same or lower classification level. Due to the high volume of resumes received, we are not able to respond to individual phone calls. We thank all applicants for their interest, however, only those selected for interviews will be contacted.