



Make working for
The City work for you.



Customer Service & Communications Web & Digital Strategist

If you are committed to public service, enjoy collaborating with others, share our values and have a desire to learn and grow, join [The City of Calgary](#). City employees deliver the services, run the programs and operate the facilities which make a difference in our community. We support work-life balance, promote physical and psychological safety, and offer competitive wages, pensions, and [benefits](#). Together we make Calgary a great place to make a living, a great place to make a life.

The City is committed to fostering a respectful, inclusive and equitable workplace which is representative of the community we serve. We welcome those who have demonstrated a commitment to upholding the values of equity, diversity, inclusion, anti-racism and reconciliation. Applications are encouraged from members of groups that are historically disadvantaged and underrepresented. Accommodations are available during the hiring process, upon request.

To support the modernization of City service delivery the Web & Digital team has several new opportunities available, and we'd love to have you join our team as a **Web and Digital Strategist**. This is an exciting time as we continue to improve digital information and service delivery, as well as update the platforms for both myCity and Calgary.ca. This will ensure the continuity and evolution of the web services we provide and help us achieve 'faster and better' service for our organization and to Calgarians.

As a Web and Digital Strategist, you will develop, implement, and evaluate digital strategies for your clients. You will need to balance user needs with business goals to help achieve your client's objectives. You will provide expert advice and recommendations on digital communications tactics that best suit campaign strategies, negotiate deliverables, and assign resources to deliver the required communication services. Primary duties include:

- Create and lead digital strategies, business and project planning; design high-level digital communications plans to support strategies for all City of Calgary campaigns.
- Identify opportunities to bring business processes online (digitize) and develop the plan with clients.
- Gather business plans and recommend strategies to improve user experience and manage issues related to content performance to meet audience and business needs. Offer advice and recommendations to your clients on digital tactics that will help them achieve their goals.
- Proactively identify areas of improvement and adjust current and planned strategies to continuously improve results, meet client needs, and support Business Unit and corporate goals.
- Work collaboratively with and get buy-in from your clients (Business Unit Management Teams, General Managers, Subject Matter Experts and Communications Strategists) on your recommendations and digital strategies.
- Manage the planning and execution of your digital communication plans, providing direction to Web & Digital Analysts and Associates.
- Plan, deliver and sustain digital solutions across platforms (e.g., Calgary.ca, myCity) and coordinate with external site or application owners such as 311, to optimize existing web and digital content.
- Use web analytics, customer surveys and 311 call data to measure and evaluate the effectiveness of your strategies and plans.
- Consult with User Experience Architects, Copywriters, Developers and Marketing Strategists on best practices and tactics.
- Manage your client relationships and position yourself as a trusted advisor on digital strategy.
- Write high-performance web content using best practices, search engine optimization (SEO), plain language and brand guidelines. Stay up to date on emerging trends in SEO, content design and accessibility.

Qualifications

- A completed 2-year diploma in a related field such as Digital Communications and Media and at least 8 years of progressive experience in areas such as web communications, digital strategy and website content design and management; OR
- A degree in a related field such as Communications or Communication and Media Studies and at least 6 years of progressive experience in areas such as web communications, digital strategy and website content design and management.
- Experience in Content Management Systems (CMS) such as Adobe Experience Manager (AEM) is an asset.
- Experience in website management, digital strategy and/or digital project management and knowledge of current programming languages (e.g., HTML) is an asset.
- A working knowledge of web development and search engine optimization, as well as in-depth knowledge of best practices for writing for the web is an asset.
- Success in this position requires excellent consulting, customer service, interpersonal skills, leadership, relationship building, communication, negotiation and presentation skills.
- Demonstrated ability to apply business knowledge, be politically sensitive, and respond to multiple priorities.

Pre-employment Requirements

- Successful applicants must provide proof of qualifications.

Union: CUPE Local 38
Position Type: 4 Temporary (up to 18 months)
Compensation: Pay Grade 12 \$44.20 - 59.09 per hour
Hours of work: Standard 35 hour work week
Audience: Internal / External

Business Unit: Customer Service & Communications
Location: 201 8 Avenue SE
Days of Work: This position works a 5 day work week with 1 day off in a 3 week cycle.
Apply By: July 26, 2024
Job ID #: 310240

Apply online at www.calgary.ca/careers