



Make working for
The City work for you.



Web and Digital Planner, Green Line

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.

As the Green Line Web & Digital Planner you will be part of a dynamic team and report to the Senior Manager, Public Relations and Partnerships. In this role you will develop, implement, and evaluate digital strategies in this fast-paced environment. Primary duties include:

- Give advice and recommendations on digital tactics for the website to help Green Line achieve marketing and communications goals.
- Proactively identify areas of improvement or innovation and create and execute approved plans.
- Manage planning and execution of your web strategies, directing third-party or City resources when expanded delivery expertise is required in UX, design and development.
- Work collaboratively across the team to develop compelling web content to support the evolving needs of this mega infrastructure project.
- Use web analytics, customer surveys and 311 call data to measure and evaluate the effectiveness of your strategies and plans.
- 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, dynamic content, meta data, and accessibility.
- Manage and maintain the internal SharePoint site for all employees and contractors.

Qualifications

- A completed two-year diploma such as Digital Communications & Media diploma or a related field 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 such as Bachelor of Communication and Media Studies, Bachelor of Communications or a related field and with at least 6 years of progressive experience in areas such as web communications, digital strategy and website content design and management.
- Experience in writing for the web is required.
- Experience in Content Management Systems (CMS), Google Analytics or Adobe Analytics and project management experience is considered an asset.
- Success in this position requires excellent consulting, customer service, interpersonal leadership, relationship building, communication, negotiation and presentation skills.
- Demonstrated ability to apply business knowledge, be politically sensitive, respond to multiple priorities.

Pre-employment Requirements

- Successful applicants must provide proof of qualifications.

Union: CUPE Local 38
Position Type: 1 Permanent
Compensation: Pay Grade 11 \$43.35 - 57.96 per hour
(2024 Rates)
Hours of work: Standard 35 hour work week
Audience: Internal/External

Business Unit: Green Line
Location: 615 Macleod Trail S.E
Days of Work: This position works a 5 day work week with 1 day off in a 3 week cycle.
Apply By: August 14, 2024
Job ID #: 310288

Apply online at www.calgary.ca/careers