

## The opportunity

Leduc County is looking for an experienced and highly motivated Communications Technician (Term) to join our team. Reporting to the Manager – Communications, Intergovernmental and Legislative Services, this exciting opportunity provides support to communications for the organization, as a key member of the communications team, with the development and maintenance of digital and print media. Through effectively managing priorities, the specialist contributes to the achievement of the organization's operational and strategic deliverables.

## About you

You are a team and relationship builder who promotes a safe, collaborative and professional work environment. You are committed to continuous improvement, customer service, innovation and supporting Leduc County's vision of growing a vibrant and spirited community.

If you excel working under pressure, and if forward-thinking, problem-solving, strategic planning and quick adaptability to change is second nature to you, keep reading because we want to hear from you!

## What you will do

- Works with the communications coordinators and/or departments to create graphic and print content, which supports organizational campaigns, projects and initiatives.
  - Designs and develops multimedia for all channels such as print, social media, video and website.
  - Creates material that align with objectives and visual design best practices.
  - Schedules and implements campaign materials to meet project timelines.
  - Prioritizes work in a changeable environment.
  - Adheres to Leduc County's Brand Guidelines and brand strategy.
- Creates and manages the content on Leduc County's website and secure internal webpages.
  - Completes updates as required.
  - Collaborates with department staff to ensure website content is accurate.
  - Conducts ongoing audits of the webpages, and recommends and implements changes as needed.
- Provides support to the communication coordinators during strategy development to optimize campaign effectiveness and reach.

- Designs campaign material for the various media channels, including both print and web-based materials.
- Provides advice on the best channels to use given campaign goals and channel analytics.
- Assists with campaign evaluations by assessing metrics and measuring effectiveness.
- Creates and manages the content on Leduc County's social media accounts.
  - Monitors social media accounts and responds to public inquiries.
  - Evaluates accounts and campaigns and trains users as needed.
- Monitors and responds to advertising requests, develops print, radio and social media advertisements and coordinates the submission of advertisements to various channels.
- Supports public participation in the County.
  - In collaboration with the communications coordinators, designs print and digital media to support public participation initiatives in the organization.
  - Evaluates media channels' analytics to ensure campaign targets are met and to inform what we heard reports and future campaigns.
- Conducts research, as assigned, to support communication initiatives in the organization.
- Strives to continually enhance the quality and delivery of services through efficiencies and innovation.
- Adheres to guidelines as set out in Leduc County's policies and administrative directives.
- Accountable for working in compliance with the Alberta Occupational Health and Safety Act, Regulation and Code and participation in the Health, Safety and Wellness Program.
- Performs related duties as required.

## What you need to succeed

### *Must-have*

- A diploma in graphic design, communications, visual communications design or related discipline.
- Two (2) years of experience managing social media and website content.
- A service focus with strong verbal and written communication skills are required to gain input, and mutual understanding.
- Training and proficiency with Microsoft Office suite of tools, Adobe Creative Suite, social media platforms, multimedia files, design tools and content management systems.
- Demonstrated knowledge of web and social media standards and best practices.
- Experience working with teams.

### *Nice to have*

- Familiarity with municipal operations and knowledge of rural communities.

## What's in it for you

Our leadership team values your voice, input and is committed to your growth and success. We are committed to be our best and hire the best!

We offer a competitive annual salary of between \$64,772.00 and \$80,966.00 and flexible work options that includes: a one day/week hybrid work from home; Earned Day Off (EDO) program and others.

The opportunity is temporary full-time and is 35 hours per week scheduled Monday to Friday, with some extended hours to meet operational requirements. The office is located at 101-1101 5 St. Nisku, AB.

### **How to apply**

Applications must be submitted via our website [leduc-county.com](http://leduc-county.com) to be considered.

We thank all applicants however only those selected for an interview will be contacted.

