

Job Opportunity

The Corporation of the Town of Orangeville
invites applications for the position of

Communications Lead, Website Redevelopment Corporate Services Department

(Eighteen-month contract position, 35 hours per week)

Located on the north-west edge of the Greater Toronto Area, less than one hour's drive from Toronto and yet only moments away from the unspoiled, natural beauty of the Niagara Escarpment, the Town of Orangeville ("Town") offers an excellent combination of location, small town charm and urban amenities. Situated in the picturesque natural setting of the Hills of Headwaters, Orangeville is home to over 30,000 residents and is the largest urban community and regional service centre within the County of Dufferin. Orangeville is a great place to raise a family, with an excellent quality of life and a strong sense of community. The Town is committed to a values-based, thriving and collaborative work environment that supports our employees' success. Our values of respect, integrity, teamwork, and excellence (RITE) aren't just words—they're what we live by every day. They shape how we work together, do what is "RITE", make decisions, and support each other. These values form the foundation of our workplace culture, driving us to grow stronger as a team and better serve our community. Our employees are passionate about delivering high-quality programs and services to our residents and are proud to contribute to making Orangeville one of the exceptional places to live in Canada.

The Town is hiring a contract Communication Lead, Website Redevelopment, to lead the full redesign of our municipal website. This role will focus on content, clarity and accessibility as a part of the Communications department. (Note: this role is not an IT role).

The ideal candidate is a communications professional with experience delivering user-friendly, accessible websites and a clear grasp of how content, accessibility and design work together to create a great online experience for our community.

This position is responsible for leading the full redesign and redevelopment of the Town's municipal website, ensuring the new platform is user-centric, accessible, secure, and compliant with public sector standards. This project will include the Town of Orangeville primary site and two microsites – Orangeville Public Library and Love, Orangeville. This position is an eighteen (18) month contract, with a required website launch by December 31, 2026.

Job Duties:

- Leading the end-to-end planning, execution, and delivery of the municipal website redesign project.
- Developing and maintaining a detailed project plan with clear milestones, timelines, budget, deliverables, risk management and reporting mechanisms.

- Supporting the implementation of a complementary community engagement platform pending project approval.
- Guiding divisional ambassadors through planning, approvals and implementation processes including providing regular updates to the Communications and Information Technology (I.T.) divisions, senior leadership and council, as required.
- Leading a comprehensive content audit of the current municipal website in collaboration with departmental ambassadors documenting outdated, redundant and missing content. Identifying and recommending scalable, future-proof digital solutions that support long-term municipal service delivery.
- Establishing and leading a content development group responsible for rewriting, creating, and approving new or updated content based on new website strategy, plain language, Canadian Press Style, accessibility (AODA/WCAG 2.1+) and service delivery goals.
- Defining content inclusion/exclusion standards based on best practices, plain language and target audience needs which includes leveraging newly developed Corporate Brand and Style Guide to provide a foundation for this work.
- Ensuring the new website reflects a mobile-responsive, accessible and user-friendly design aligned with Town branding and service delivery goals.
- Collaborating with multiple Town divisions to develop and issue a Request for Proposals (RFP) for an ideal website vendor, including technical and functional requirements; Participating in vendor evaluation, selection, and contract negotiations.
- Monitoring expenses, including paying invoices and tracking expenses.
- Coordinating user acceptance testing (UAT) and quality assurance prior to launch; Ensuring compliance with applicable legislation including the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA), Canada's Anti-Spam Legislation (CASL), Accessibility for Ontarians with Disabilities Act (AODA)/WCAG 2.1+, cybersecurity standards and other relevant digital security and privacy requirements.
- Developing and documenting governance processes for post-launch sustainability, including site maintenance responsibilities, accessibility and ongoing content lifecycle management.
- Other duties as assigned.

Qualifications:

- Post-secondary diploma or degree in communications, project management, digital strategy, UX, web development or a related field.
- Minimum five (5) years of experience leading website redevelopment projects; Experience leading website redevelopment projects in a public sector or not-for-profit setting is considered an asset.
- Strong understanding of web architecture, CMS systems (e.g., Drupal, WordPress), UX design, responsive design, and AODA/WCAG compliance, and content management systems (e.g., Drupal, WordPress, proprietary CMS); Working knowledge of HTML/CSS/JS is considered an asset.
- Strong knowledge of content auditing, accessibility, user testing, and stakeholder facilitation; Proven ability to lead projects from discovery to delivery on time and within budget.
- Experience using web analytics and optimization tools, such as Google Analytics, Cludo, UserWay, etc.; Proficiency with project management tools.

- Valid Class G driver's license.

Successful candidates will be required to complete a background check, including but not limited to a Criminal Record Check, in accordance with the duties of this position.

Salary Range: \$86,450.36 to \$101,134.69, Band 10 on the Town's 2025 Pay Grid, plus a contract benefits package

Qualified candidates are invited to apply no later than 4 p.m. on **Friday, September 19, 2025**. Applications may be submitted online, or in person to the Town Hall located at 87 Broadway, addressed to Human Resources. Please do not email your application. Please note that only those who are selected for an interview will be contacted by Human Resources.

To select the best candidates to serve the Town of Orangeville and its people, several screening tools, including Police Record Checks are required as part of the hiring process for some employment or volunteer positions. When requested, applicants are required to provide a Police Record Check as a condition of their offer of employment. Police Record Checks must be dated within three (3) months of the employment offer to be considered valid. The specific type of Police Record Check required will be indicated in the job posting qualifications.

The Town of Orangeville is an equal opportunity employer. Accommodations are available for all parts of the recruitment process. Applicants need to make their needs known in advance. By submitting your personal information to the Town of Orangeville, you consent to the collection, use, and disclosure of that information in connection with our recruitment, hiring and/or employment processes. Personal information on this form is collected under the authority of the Municipal Act, 2001, S.O. 2001, c.25, as amended, and will be used to determine the qualifications for employment with the Town of Orangeville. Questions about this collection should be directed to the Manager, Human Resources at 87 Broadway, Orangeville, Ontario L9W 1K1.