



GEORGINA

Employment Opportunity

Town of Georgina Human Resources
careers@georgina.ca



TFT Web Content Specialist (CUPE 905.03.14) (Job ID# 2026.58T)

Department:	Corporate Services
Division:	Communications
Location:	Civic Centre (Hybrid)
Status:	Temporary, Full Time (May – July 31, 2027)
Hours of Work:	35 hours per week (8:30am – 4:30pm)
Number of Positions:	1
Wage Range:	\$39.11 per hour
Vacancy Reason:	Temporary Replacement
Date Posted:	March 26, 2026
Date Closing:	April 9, 2026

Come work with us!

Employment with the Town of Georgina offers an opportunity to make a positive difference in our community. We are a progressive, forward-thinking organization focused on continuous improvement, innovation and providing exceptional customer service. We offer a collaborative team environment and an excellent place to take charge of your career.

Position Purpose:

Under the direction of the Communications Supervisor, the Web Content Specialist will be responsible for working with all departments/divisions ensuring the Town's top communications tool is kept current of useful tools and information. This will involve the creation, maintenance and placement of quality content on the Town's website. Key duties will include reviewing/consolidating/updating content with content contributors from each department/division, streamlining business processes with content posting, supporting website design enhancements, and ensuring Accessibility for Ontarians with Disabilities Act (AODA) requirements are met. ***For full details and qualifications, please see attached job description.***

Minimum Qualifications

- Three-year community college diploma or university degree in a relevant discipline such as Communications, Multi-media, Public Relations, Community Development, Journalism, Marketing or related field.
- Two years' experience in a similar role, leading website design/enhancements/upgrades, posting and presenting website content on various web content management systems.
- Valid Class 'G' Driver's licence and reliable vehicle to use on corporate business.
- Strong knowledge of AODA practices with the ability to implement across multiple formats.

How to apply

Qualified applicants are invited to submit a resume and cover letter, identifying the Job Title and Job ID#. Please apply by visiting the www.georgina.ca/careers no later than 11:59 pm on the closing date. The assessment process may include a practical test and/or interview.

Committed to diversity and a barrier-free environment

The Town of Georgina is an equal opportunity employer committed to inclusive, barrier-free recruitment and selection processes and work environments. We encourage applications from people with disabilities and will accommodate the needs of applicants under the [Ontario Human Rights Code](#) and the [Accessibility for Ontarians with Disabilities Act \(AODA\)](#) throughout all stages of the recruitment and selection process. Please advise the Human Resources Team if you require an accommodation(s) and we will work with you to meet your needs throughout any stage of the process. Please be advised that this information will be treated in a confidential manner.

We thank all candidates for their interest, however only those being considered will be contacted.

Personal information collected will be used in accordance with the Municipal Freedom of Information and Protection of Privacy Act for the purpose of candidate selection. Further information concerning the collection of personal information should be directed to the Human Resources Manager, Town of Georgina, 26557 Civic Centre Road, Keswick, ON L4P 3G1 (905) 476-4301

JOB DESCRIPTION

Title: Web Content Specialist
Position #: 1396
Department: Corporate Services
Division: Communications
Date Created: December 2023
Revision Date: N/A
Reports To: Communications Supervisor
Job Grade: 13
Direct Reports: None
Indirect Reports: None
Employee Group: CUPE 905.03

Position Summary

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Responsibilities

- Responsible for overseeing content on the Town's website and ensuring the continued delivery of a dynamic, current website that effectively presents information to its audience, with processes to support its ongoing success. This includes interactive features, online accessible forms, process automation, chatbot enhancements and other online improvements.
- Implements enhancements to the website that improve the user experience, based on data and best practices.
- Supports the Town website platform, Drupal, and future updates.
- Supports new web platforms including public engagement and online applications as needed.

- Supports the staff intranet as a place for staff to learn of corporate updates and to exchange information.
- Leads the review and consolidation of content with subject matter experts from each department/ division ensuring content is current, consistent and effectively presented to our audience. This includes proofreading, fact checking and enhancing webpages with the addition of photos, graphics and videos.
- Leverages site statistics (page visits, time spent on site, links followed) and other data to make informed decisions on changes and enhancements to website.
- Manages changing and competing priorities.
- Proposes and researches design enhancements that will improve the overall user experience and impression.
- Maintains and updates a standard operating procedure (SOP) for content contributors. Leads working group/training/FAQs/knowledge base/centralized support for content contributors.
- Utilizes AODA expertise to ensure website is current in terms of available applications and is in compliance with the Accessibility for Ontarians with Disabilities Act.
- Keeps current of the latest web trends, proposing/implementing them to the Town's website as appropriate.
- Supports and leads various corporate projects as needed.
- Performs other duties as assigned consistent with the above job summary duties and in accordance with departmental and corporate objectives.
- Participates in the Town's Health and Safety Program and complies with the Occupational Health and Safety Act, other applicable legislation and best practices.
- Maintains knowledge of and adheres to all Town of Georgina policies and procedures.
- Participates in training and development, and ensures all mandatory requirements are met and maintained.

The foregoing is intended to outline the general description of the duties and responsibilities for this position. It is not intended nor should it be interpreted as a complete description. The Town of Georgina reserves the right to amend this position description at any time provided that such change does not represent a substantive change in the purpose or essential nature of the position.

Minimum Qualifications

- Three-year community college diploma or university degree in a relevant discipline such as Communications, Multi-media, Public Relations, Community Development, Journalism, Marketing or related field.
- Superior writing skills, with the ability to take complex issues and present them in an easy-to-read plain language format.
- Strong knowledge of AODA practices with the ability to implement across multiple formats.
- Two years' experience in a similar role, leading website design/enhancements/upgrades, posting and presenting website content on various web content management systems.
- Previous experience in a municipal environment is considered an asset.
- Demonstrated knowledge of advertising, marketing and project management principles and practices.
- Strong artistic sensibility in areas like colour, composition and balance.
- Advanced skills in word processing and web applications.
- Self starter with the ability to work independently in a time-efficient manner.

- Ability to meet deadlines and shift multiple priorities, work independently and be well organized.
- Excellent interpersonal skills with the ability to deal professionally and effectively with all levels of staff.
- Excellent administrative, analytical, organization, time management and project management skills.
- Ability to exercise discretion and maintain confidentiality of corporate information.
- Valid Class 'G' Driver's licence and reliable vehicle to use on corporate business.
- Proficiency in the use of software packages including but not limited to – Adobe Creative Suite (Photoshop, Illustrator, InDesign and Adobe Acrobat Professional), Microsoft Office (MS PowerPoint, MS-Word, MS-Excel and MS-Outlook, MS-Publisher); photography, web design and copywriting skills.
- Demonstrated team effectiveness skills. Works in collaboration with team members, co-workers, suppliers and customers.
- Up to one year period of adjustment.