



Community Futures Central Alberta (CFCA), Town of Olds and Invest Olds are joining forces in a unique partnership and are seeking a **Digital Services Specialist** to join us.

- Do you love digital design and social media marketing?***
- Are you passionate for storytelling through blogging and vlogging?***
- Are you experienced in managing multiple social media channels effectively?***
- Do you excel in developing and implementing digital marketing strategies and campaigns?***
- Are you keenly aware of the importance of CMS and SEO in a marketing strategy?***
- Do you have a passion for leveraging digital solutions to meet business objectives?***
- Do you enjoy analyzing and interpreting social media performance?***
- Do you like problem-solving in a fast-paced dynamic environment?***
- Do you live within commutable distance to Central Alberta?***

If you answered 'yes' to these questions... we should talk. You might just be the ideal candidate to become our full-time **Digital Services Specialist** who can add an innovative perspective to economic and business growth in Central Alberta.

As the **Digital Services Specialist** you will design and implement a unique toolkit of service offerings to support the retention, expansion and attraction of entrepreneurs and businesses. You will play an essential role in the execution of a regional industry and economic growth strategy.

### **We Market and Grow Business**

This partnership supports the growth and innovation of business. Through the delivery of highly effective business programs, training, loans, marketing, expert business advisory services, and more, we guide entrepreneurs, small and medium-sized enterprises to open doors and gain a foothold in their rural communities and beyond.

You inspire dedication and commitment to excellence. Your expertise in digital communications through web and social media and your creative flair in writing blogs and producing video are second to none. As an influencer, you know how to capture attention through photography, videography and build a following through social media. You appreciate the importance of building alliances and relationships to engage clients and meet their needs. You are a self-starter and are able to work independently in a semi-virtual and flexible work environment.

### Our Wish List

- Superior relationship building and interpersonal skills.
- Refined listening, collaboration, problem-solving and decision-making skills.
- Polished business acumen with strong written and verbal communication skills.
- Proven experience in digital marketing, social media management, and marketing and communications is desired.
- Commitment to ensuring the quality and reliability of digital services through testing and validation.
- Post Secondary degree in digital marketing or related field.
- A self-starter who is able to work with limited supervision.
- Strong working knowledge of Adobe Creative Suite – InDesign and Illustrator, Google Analytics, Hootsuite and use of other social media and digital design tools, and Microsoft 365; and
- Must have a valid Class 5 Drivers License and be willing to travel throughout the Central Alberta.

**The successful candidate will be legally eligible to work in Canada. International applications will not be accepted.**

If you think you're a strong candidate for this role, please visit the Town of Olds website at [www.olds.ca/careers](http://www.olds.ca/careers) to view a detailed description of the position. This is a contracted position with a two-year term in the amount of \$80,000 per year. Interested parties are invited to send a cover letter and résumé to [hr@olds.ca](mailto:hr@olds.ca) with subject line Digital Services Specialist. The application process closes Tuesday, April 2<sup>nd</sup> at 8:30 am.

We thank all applicants for considering this exciting opportunity. We advise that only those candidates selected for interview will be contacted.

*We are committed to attracting, engaging, and developing a diverse and inclusive workforce. As well, your privacy is important to us – please rest assured that all applications will remain confidential at all times. We do not retain candidate profiles or resumes.*

***\*All information provided is collected in compliance with section 33 (c) of the Freedom of Information and Protection of Privacy (FOIP) Act.***

## Job Description

<b>JOB TITLE:</b> Digital Services Specialist	
<b>DIVISON:</b> Office of the CAO, Town of Olds	<b>JOB REPORTS TO:</b> Economic Development Officer
<b>FUNCTION/PURPOSE:</b> <p>This position will play an integral role in the development and dissemination of information to the business community in Olds and the region. The role requires a confident leader, highly organized, process-driven team player, with the ability to take ideas from concept to execution, and the ability to work collaboratively with a diverse range of people. This person will be a strategic thinker with a strong capacity for details and ensuring communications are proofed and accurate. The DSS position will bring a unique set of service offerings to the community and region by way of a collaborative partnership of Community Futures Central Alberta (CFCFA) and Invest Olds – Town of Olds. Through this partnership a new set of programs and tools will now be accessible to support business. Key functions include develop and implement communication and promotion strategies and information on business programs and tools; analyze advertising needs and develop appropriate advertising and marketing plans to benefit business; publicize business activities and events; assistance with promotion of industry strategy projects and priorities; and develop some print media as required. The DSS will work closely with CFCFA, Invest Olds and the Business Development Advisor to support development of communication and marketing strategies for business and industry.</p>	
<b>KEY RESPONSIBILITIES</b>	
<b>1.</b>	<b>WEB:</b> <ul style="list-style-type: none"> <li>manage integration of social media content creation to investolds.ca; property.investolds.ca; and central.albertacf.com with CMS.</li> <li>Work in collaboration with IT departments as required.</li> </ul>
<b>2.</b>	<b>SOCIAL MEDIA:</b> <ul style="list-style-type: none"> <li>Develop and manage social media accounts, content, and communication (ownership of daily inquiries) for Facebook and LinkedIn.</li> <li>Develop and execute weekly posts of business stories (photos / blogs / vlogs) including arranging and managing business visitations and interviews in cooperation with Business Development Advisor to capture story content.</li> <li>Manage Business Content Database by sourcing and compiling content on business; training, webinars, grants, etc. for the purpose of developing weekly posts.</li> <li>Develop and execute promotional campaigns for business / economic development projects and programs as required.</li> <li>Assist with and attend business / economic development events, as required, to capture content.</li> <li>Update and manage monthly Social Media Content Calendar.</li> <li>Work in collaboration with Communications departments as required.</li> </ul>
<b>3.</b>	<b>EMAIL:</b> <ul style="list-style-type: none"> <li>Develop and distribute email marketing campaigns to boost business / economic development projects / programs brand visibility.</li> <li>Develop and manage CRM lists</li> </ul>
<b>4.</b>	<b>CREATIVE:</b> <ul style="list-style-type: none"> <li>Provide creative design (layouts, graphics, photography, videography, mock-ups for digital/ print communicate / ads /promotions, forms, questionnaires, presentations as may be required (content will be provided) for public and or government relations / media communications (press releases, briefings and communicate, ads, etc.)</li> </ul>
<b>5.</b>	<b>REPORT:</b> <ul style="list-style-type: none"> <li>Collecting and analyzing digital metrics, identifying trends to optimizing performance of digital platforms and tools. Lead tracking and evaluation by way of all digital channels to optimize campaign performance and maximize conversions. Provide results of analytics with insights and recommendations at monthly storyboard meetings.</li> </ul>

	<ul style="list-style-type: none"> <li>Manage and facilitate monthly 1-2-1 Storyboard and Status Update Meetings to provide: presentation of proposed monthly Social Media Content Calendar; discuss potential story ideas / themes and general posts for the following month; present monthly analytics and recommendations for optimizing marketing performance.</li> </ul>
6.	<b>PLAN:</b> <ul style="list-style-type: none"> <li>In collaboration with the BDA, complete environmental scan of existing promotional mediums of business and entrepreneur services offered in the region to assess effectiveness and identify opportunities for improvement in relation to our services.</li> <li>Facilitate partnerships with service agencies to optimize marketing opportunities.</li> <li>Develop communications and marketing plan, and related content and brand, for the purpose of promoting the new business / economic development projects and programs to be implemented across the region.</li> </ul>

#### **QUALIFICATION, KNOWLEDGE, SKILL & ABILITY REQUIREMENTS:**

##### **Education:**

- Successful completion of a bachelor's degree from a recognized post-secondary institution in digital marketing or related field.
- Visual design certification or other relevant digital communications and marketing programs certifications will be an asset.

##### **Experience:**

- Minimum of three (3) years' experience in digital media / graphic design, social media management and analytics platforms / marketing and communications.
- Knowledge of CMS practices and applications.

##### **Competencies:**

- Proficiency in creating and managing online advertising campaigns across various platforms.
- Proven ability to develop and execute content marketing strategies.
- Proficiency in managing and optimizing social media profiles.
- Knowledge of social media analytics and tools for scheduling and monitoring including ability to analyze and interpret digital marketing performance using tools such as Google Analytics.
- Experience / knowledge of planning and executing email marketing campaigns including application of email automation tools and testing methods.
- Strong written and verbal communications skills.
- Excellent organizational skills and a proven ability to follow through.
- Ability to triage tasks and prioritize efficiently.
- Strong collaborator with demonstrated relationship building aptitude.
- A keen eye for process improvement opportunities.
- Strong interpersonal and communication abilities and handle confidential matters with discretion.
- Advanced knowledge of Microsoft Office 365, Adobe Creative Suite and other digital marketing applications and software.
- Experience in working effectively with minimum supervision, and through a high degree of personal initiative; and
- Demonstrated personal attributes that include sound work ethic, high integrity, and respectfulness.

**BUDGET RESPONSIBILITY: No**

**NOC 2021: 11202**

##### **WORKING CONDITIONS:**

- Normal office environment.
- This role combines travel, attending meetings throughout the community and region and working in the office.
- Additional hours outside of normal business hours will be required and are part of the position function.
- Potential stress to meet deadlines.
- Exposure to public and media criticism.
- Identified job hazards: Hazards as outlined in the Town Office – COR Elements & Documentation Health & Safety Binder.