



DIGITAL COMMUNICATIONS SPECIALIST

The City of Belleville, known as the 'Friendly City', is located at the mouth of the Moira River where it meets the picturesque Bay of Quinte. Experience world-class fishing, boating, cycling and walking along approximately 14 kilometers of waterfront trails. Situated between Toronto and Montreal, and less than one hour from the U.S. border, the City truly is at the center of it all.

Approximately 56,000 people make Belleville their home and over 220,000 live within 30 minutes of the City. We are in close proximity to Prince Edward County where you can discover award winning wineries and numerous beaches including Sandbanks Provincial Park. We are home to Loyalist College of Applied Arts and Technology as well as Albert College, Canada's oldest co-ed boarding independent private school. The historic downtown core provides numerous restaurants, shopping and live music and theater venues for an amazing cultural experience. Our inviting blend of small-town warmth and big city amenities, quality of life and affordable housing make Belleville the perfect place to live, work and play. More information is available at www.belleville.ca

Currently, the City of Belleville has an exciting opportunity for a highly motivated, strategic, and dynamic individual to join the Office of the Mayor and CAO as a Digital Communications Specialist.

PURPOSE AND SCOPE:

Reporting to the Communications Coordinator, the Digital Communications Specialist position is responsible for supporting and growing the City's web-based services by administering and coordinating information on the City's digital communication channels (website, digital advertising, and social media channels), assisting with the creation of multimedia content, and providing communications support upon request.

KEY DUTIES AND RESPONSIBILITIES:

- Oversee management, operation, and maintenance of the City's main website (Belleville.ca) and provide any required assistance for sub-site managers (Glanmore.ca, QSWC.ca and CABHC.ca).
- Regularly review website content to ensure information is up-to-date, accurate and maintains consistent writing style.
- Assist departments with developing and updating webpages on the City's website.
- Assist departments with the creation of online forms and surveys, analyzing survey results as required.
- Provide training support to new web users and assist with onboarding.
- Livestream City Council, Planning Advisory Committee and Committee of Adjustment meetings, and other events as required.
- Work with Information Technology to assist with the set-up of livestreams.
- Assist with the development, execution and monitoring of social media and digital

- advertising campaigns.
- Analyze results of social media and digital advertising campaigns and provide recommendations to improve performance.
- Participate and provide in-house social media expertise on corporate communications initiatives.
- Manage and update Google listings on an ongoing basis.
- Assist with directing concerns and inquiries received from the public online to the appropriate channels and departments.
- Assist with the development of a social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification.
- Optimize web and social media pages to increase the visibility of City's messaging by capturing and analyzing the appropriate data/metrics, insights, and best practices, and then acting on the information.
- Assist with the design, development and/or approval of creative materials to promote City events and initiatives.
- Maintain strict confidence with respect to all information obtained during the course of the performance of the duties of the position, including but not limited to information pertaining to Council and appointed members, staff and the public, and sensitive issues and details relating to budgeting, property matters, labour relations, collective bargaining, general liability, risk management, etc.
- Deal with sensitive and confidential information in a discreet and diplomatic fashion.
- Assist with the duties of the Communications Coordinator as assigned.
- Act as support person for Emergency Operations Control Centre as alternate for Communications Coordinator.
- Act as alternate for Communications Coordinator in supporting HR during labour issues as required.

Note: Above duties are representative of a typical position and are not to be construed as all-inclusive.

KEY QUALIFICATIONS:

EDUCATION/SPECIALIZED TRAINING/SKILLS:

Essential (minimum) Qualifications:

- Two (2) year diploma in communications, marketing, journalism, digital media, or related discipline.
- Demonstrated excellent oral, written, and interpersonal communication skills.
- Demonstrated social media literacy and experience.
- Knowledge of Canadian Press (CP) Style.
- Valid G driver's license, clean driver's abstract and access to a motor vehicle.

Asset (preferred) Qualifications:

- Considerable experience with Google Business, Google Analytics, Meta Business, and other digital advertising platforms.

- Considerable experience using social media channels such as Facebook, Twitter, YouTube, Instagram.
- Considerable experience with social media management software (e.g., Hootsuite).
- Considerable experience with A/V production (livestreaming, video work).
- Considerable experience with Microsoft Office suite including Word, Power Point, Excel, and Outlook programs.
- Considerable experience with 'Survey Monkey' Software.
- Experience with photography and videography equipment.
- Experience with photo and video editing software.
- Basic knowledge of graphic design principles and Creative Cloud Suite (Photoshop, InDesign, Premiere Pro, etc.).
- Basic knowledge in HTML coding.

WORK EXPERIENCE:

Essential (minimum) Qualifications:

- Minimum three (3) to five (5) years of experience in digital media, website management or relevant field.

Asset (preferred) Qualifications:

- Knowledge of Inter-governmental relations and legislation.
- Experience in a municipal/public sector environment.

WHAT'S IN IT FOR YOU:

- Competitive market salary.
- Competitive employer-paid extended health benefits.
- OMERS Pension Plan.
- Opportunity to enter in a hybrid work arrangement subject to applicable policies and approvals, following the successful completion of the probationary period.
- Live, work, and play in the beautiful city of Belleville and experience all that it has to offer.

Position Type: Permanent Full-time

Closing Date: June 14, 2023, at 4:30PM

Department: CAO Department, Communications Division

File Number: SV23-77

Number of Positions: One (1)

Hours of Work: 35 Hours; Monday – Friday 8:30am-4:30pm with additional weekend or evening hours as required to attend events

Employee Group: Admin

Salary/Rate of Pay: \$66,646 - \$79,340

How to Apply:

careers.belleville.ca

Personal information and any supporting material will be administered in accordance with the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA). We thank all applicants who apply but advise that only those selected for an interview will be contacted.

Please be advised that the City of Belleville uses email to communicate with their applicants for open job postings. It is the applicant's responsibility to include an updated email address that is checked frequently and accepts emails from unknown users. As we send time sensitive correspondence regarding recruitments via email, it is imperative that applicants check their email regularly. If we do not hear back from applicants, we will assume that you are no longer interested in the job posting.

The City of Belleville is an equal opportunity employer committed to inclusive, barrier-free recruitment and selection processes and work environments. We 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 Division to ensure your accessibility needs are accommodated throughout this process.

Applicants will be required to provide at their own expense a satisfactory criminal reference check dated within the past six (6) months and if deemed a requirement of the position, a driver's abstract to the Human Resources Department on or before the date of the interview but no later than the commencement of employment if selected.