



*With an engaged population of over 195,000 residents located within York Region in southern Ontario, Richmond Hill is a diverse community that is committed to providing an exceptional quality of life for its residents. Richmond Hill is an equal opportunity employer committed to attracting, retaining and developing a winning team where Council and staff are committed to providing exceptional public service to our community. Visit [RichmondHill.ca](http://RichmondHill.ca) to learn more about the place “Where people come together to build our community.”*

### **WEB AND SOCIAL MEDIA COORDINATOR**

Office of the Chief Administrative Officer

Communication Services Division

Contract: Up to 12 months

Reporting to the Manager of Communication Services, you will be responsible for creating and editing digital content on all internal and external digital environments and ensure all content reflects the Richmond Hill brand, brand strategies and online persona. As a team member, you will participate in the web strategy and redevelopment project. In addition, you will:

- Monitor and manage the corporate social media accounts daily and provide ongoing support to the management of the current and future websites as well as the intranet site
- Coordinate project tasks and assist with the development of project timelines and deliverables
- Collaborate with the project team to implement the content management system and support the governance structure
- Develop and document site standards, style guide, writing guide
- Collaborate with the vendor to coordinate internal and external engagement; collect information from departments and synthesize information to identify content gaps, develop deliverables and translate content for the website and social media sites
- Contribute to documentation of the development and implementation of best practices, policy and procedures for all of the corporate digital and social media accounts
- Develop and implement a communications strategy to inform stakeholders about the new website and social media channels
- Produce reports on website and social media usage and statistics
- Using a social media dashboard, maintain digital editorial and social media calendars
- Work with clients and Communication Advisors to develop and execute social media strategies including campaigns to increase awareness and knowledge of municipal services, the website and social media accounts
- Contribute to the redevelopment of the corporate intranet site
- Develop educational/training materials and coordinate training activities
- Other communication-related responsibilities as assigned

Your qualifications include:

- A college diploma in communications, journalism or related discipline along with a post-graduate certificate in public relations, digital media or related discipline; and a minimum of 2 years of experience designing and creating accessible websites and social media content
- Experience with Content Management Systems, HTML, web technologies and knowledge of issues surrounding user experience design and testing and information architecture; experience with Adobe Creative Suite software is an asset
- Experienced in web analytics and familiarity with Search Engine Optimization and accessibility standards
- Superior writing and editing skills along with demonstrated experience in creative writing for the web and the use of social media tools to promote business objectives
- Demonstrated ability to target and grow social media audiences
- Experience in using social media dashboards
- Demonstrated issues management and customer service skills
- Demonstrated ability in project management, time management and prioritization skills and the ability to respond quickly to changing priorities and track workflow
- Ability to work effectively and collaboratively in cross-functional teams with all levels of staff with initiative and a strong customer service orientation
- Strong interpersonal and communication skills (oral, written and listening) and a demonstrated ability to effectively communicate with tact, courtesy, discretion and diplomacy
- The ability to work outside regular business hours is required
- You must possess a valid “G” driver’s licence in good standing and have a reliable vehicle for use on corporate business (The successful candidate will be required to provide proof of vehicle insurance upon hire)

**HOURLY RATE:** \$35.52

**CLOSING DATE:** Internal applicants: 4:30 p.m., February 9, 2015  
External applicants: 4:30 p.m., February 12, 2015

**Apply online** on our website at: [RichmondHill.ca/Employment](http://RichmondHill.ca/Employment)

**NOTE:** *This position is being advertised concurrently to internal and external candidates. External candidates shall only be considered after current Town of Richmond Hill qualified Association members.*

*We thank all candidates for their interest, however, only those under consideration will be contacted.*

*The Town of Richmond Hill is committed to inclusive, barrier-free recruitment and selection processes. If contacted to participate in the recruitment and selection process, please advise Human Resources if you require an accommodation.*