

JOB DESCRIPTION

JOB DETAILS

Job Title: User Experience, Web Content Strategist

Job ID: CO2111

Classification: Communications Officer R21

Classification Date:
(MM/DD/YYYY)

Branch: Digital Experience and Communication Services

Unit: BRD-Digital Exp & Comm Service

Reports to: Assistant Director, Communication Services

Security Screening: Yes

Union/Excluded: BCGEU

BRANCH DESCRIPTION

The Digital Experience and Communication Services Branch is responsible for developing and delivering communication services for the BC Pension Corporation, including transforming the member and employer experience from print to digital and providing strategic communications support to the pension plan boards of trustees and the corporate board. This includes strategic communication advice, planning, research, writing, editing, creative design, video/photography, and distribution functions for digital and print application. The branch delivers confidence-inspiring and professional communication services across a variety of communication and service channels that increases member and employer engagement in a highly regulated and rules-based environment. This includes integrated member-centric communication products and services including: web and other online communications; print publications; and marketing.

JOB SUMMARY

The User Experience, Web Content Strategist provides leadership and expertise to enhance service delivery on the web through the creation and delivery of engaging content and intuitive infrastructure. This role is responsible for producing innovative solutions to complex problems and translating business needs into user-focused solutions through workflows, user experience design, and content development.

JOB RESPONSIBILITIES

- Writes, edits and publishes new and repurposed site content that meets user needs and strategic goals; rewrites content where appropriate to better promote corporate initiatives.
- Develops and maintains editorial calendars, style guides, graphic standards, web writing best practices, content templates, training manuals and content strategy to enhance member experience on the web and through other channels; updates standards based on expertise, user research and emerging trends.
- Plans, develops and owns web content strategy and ensures framework aligns with branch objectives for consistent navigation and content organization; ensures information management practices are met.
- Participates in user interface design processes, resulting in the adoption of the corporation's web content policy, standards and guidelines.
- Analyzes, designs and implements complex governance frameworks, workflows and processes in order to translate user and business needs into requirements; produces appropriate documentation.
- Creates user-friendly, accessible and searchable content; ensures all content is aligned with web content strategy and guidelines and is consistent across online communications; conducts keyword and SEO research to understand user needs and search trends.
- Leads the development of content for pension plan web properties; leads quality assurance reviews of plan websites to ensure the needs of users have been met.
- Recommends options and approaches to achieve communication or service delivery objectives on the web to increase awareness of member online services.
- Provides expert advice and decision support to management on new pension plan-specific web content, new trends, and other new content ideas ensuring that new content aligns with web content strategy.
- Conceptualizes web services and products into valuable and useful experiences for our users.
- Researches, tests and validates contributing factors and concepts to achieve optimal user experience; provides member-centric end-to-end experiences.
- Audits and assesses the organization and usability of site content to enhance the user experience; identifies strengths, weaknesses and opportunities.
- Drives optimal user experiences, measured in terms of usability, intuitiveness, and consistency.
- Produces and maintains information architecture and web navigation, including metadata schemas and taxonomies to support pension plan websites.
- Leads information-gathering sessions (interviews, workshops, etc.) with internal and external stakeholders to understand user needs and business objectives.
- Collaborates with multidisciplinary teams and key stakeholders to improve tools and provide best practices for content and user interfaces from both specific application and its integration with the overall user experience.

EDUCATION

- Degree or diploma in a related field (User Experience Design, English, Library Science, Computer Science). An equivalent combination of related experience, education and training may be considered.

EXPERIENCE

Years of Experience

Type of Experience

- Two years demonstrated experience in content development, for various digital properties including writing and editing in accordance with a defined tone and style guide.
- Experience providing web content strategy, site audits and analysis.
- Demonstrated experience applying user research and UX principles to the development and management of content strategies or online service experiences is preferred.
- Experience developing and owning digital editorial standards and guidelines is preferred.

KNOWLEDGE, SKILLS & ABILITIES

- Knowledge of a variety of web publishing concepts, editing standards and processes and communications principles; understanding of current trends
- Knowledge of web development, interaction design, user experience principles, information architecture and the digital content publishing ecosystem
- Strong written, verbal communication and relationship building skills
- Excellent attention to detail and proven ability to write and edit for web and to support promotional materials
- Working knowledge of web accessibility
- Research and planning skills
- Exceptional organizational skills, with the ability to bring structured thinking to a variety of tools and templates.
- An understanding of current trends in online service delivery
- Ability to work on multiple projects simultaneously and prioritize workload.
- Desire to learn from your peers and apply your skills in a dynamic multi-disciplinary environment.
- A focus on improving services for members and stakeholders

CORE COMPETENCIES

Navigating Change L2

Supporting self and others through change and transition and enabling successful transformation in work products and processes.

- Invites input and feedback on proposed changes.
- Supports others in generating new and innovative approaches.
- Builds support for new approaches and initiatives.
- Shares information on change in a timely manner.
- Identifies innovative approaches to deal with situations for which no known precedent exists.
- Eliminates unnecessary work activities.

Embracing Learning L1

Contributing to a learning culture by developing self and supporting others to acquire skills and improve performance.

- Self-assesses against expectations and standards to identify own learning needs in the current position.
- Reflects on completed activities, identifying what worked well, what didn't, and how to improve own performance.
- Openly shares knowledge with other employees.
- Seeks to learn from other employees.
- Takes advantage of learning opportunities provided to meet job requirements.

Client Orientation L2

Making it easy for our external and internal clients - seeing things through their eyes.

- Anticipates clients' needs and concerns.
- Develops procedures and practices to ensure consistent service.
- Leads or participates in efforts to enhance service delivery systems and processes.
- Ensures consistency of service experience.

Accountability L2

Holding self and others accountable to deliver on commitments and to achieve desired results.

- Sets challenging but realistic goals for own area of responsibility.
- Helps people improve performance to maximize results.
- Holds people accountable for meeting established expectations.
- Evaluates progress against established goals and objectives.

Inspiring Trust L2

Inspiring confidence by demonstrating integrity and building credibility.

- Creates opportunities to build internal and external relationships.
 - Demonstrates confidence in own abilities, views or decisions when challenged.
 - Provides skill, knowledge and talents to resolve complex issues.
 - Fosters trust by communicating consistent, reliable and accurate information.
 - Builds on others' ideas to develop support.
 - Helps others build confidence in themselves.
 - Recognizes the contributions and successes of others.
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Decision Making L2

Enabling progress by resolving issues and supporting others in taking calculated risks and making decisions.

- Involves the right people in the decision making process.
 - Makes decisions by weighing several factors, some of which are partially defined with missing pieces of information.
 - Uses sound business sense to make decisions.
 - Considers risks when identifying or recommending options.
 - Provides context and rationale for decisions.
 - Provides information to others to support decision making on complex issues.
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Organizational Focus L2

Aligning work priorities, processes and practices to achieve the strategic direction.

- Optimizes processes or practices to support the achievement of organizational goals.
- Helps team members understand the broader vision and how their work is aligned.
- Identifies broader implications of proposed positions, options and approaches.
- Makes connections between situations and patterns to improve decision making.
- Recommends approaches to address issues with a longer term perspective.