

JOB DESCRIPTION

JOB DETAILS

Job Title: Digital and Web Services Specialist

Job ID: CO2120

Classification: Communications Officer R21

Classification Date:
(MM/DD/YYYY)

Branch: Member Services and Experience

Unit: MEE-Member Services and Experience

Reports to: Portal Delivery Lead

Security Screening: Yes

Union/Excluded: BCGEU

BRANCH DESCRIPTION

Member Services and Experience (MSE) is comprised of the Member Services Centre (the multi-channel contact centre), the Client Education Program (curriculum design, online and instructor led webinar education for members), the Member Support Services team (intake of member requests, digital and hard copy forms management (all stakeholder audiences), and member & employer distribution and record management and retention), and the Digital Experience and Communication Service team (web services, creative services, and service experience including user experience research, design and content). The branch mandate is to provide an integrated, consistent and personalized service experience for members across all BC public sector pension plans through various channels, with a digital first approach. Service channels include online requests, member calls, written and email enquiries. Communication channels include plan websites, digital and print products, online and instructor led educational webinars, e-learning modules, instructional and training programs, secure portals (My Account and Employer Portal), animated videos, and distribution of digital and print communications products.

JOB SUMMARY

Working under the direction of the Portal Delivery Lead, Digital Experience, the Digital and Web Services Specialist is responsible for the maintenance, front end development and implementation of content (i.e. CSS, HTML, JavaScript), and analyses of the five pension plan member and employer websites, My Account and other digital service channels assigned to the Digital Experience team.

The position works with the rest of the Digital Experience and Communication Services team and other business partners within the corporation to provide technical and communications advice, collaboration and support to a wide variety of programs and initiatives; often working on multi-disciplinary teams and collaborating directly with clients.

The Digital and Web Services Specialist requires considerable judgment and critical thinking to plan, organize and evaluate the effectiveness of online digital communication tools and activities related to the design, development and implementation of web-based and digital communication applications and services. The position must also ensure that the applications and services are consistent with the technical directions and business strategies of the corporation, and that they support effective connectivity with members, employers and stakeholders.

JOB RESPONSIBILITIES

Planning, analysis and advising

- Provides advice on the information architecture and content organization/layout of the five plan member and employer websites and My Account.
- Supports Portal Delivery Lead by participating in the planning, development, and implementation of the delivery of digital products, services and channels.
- Works closely with business services, developers, UX designers, graphic designers, and web content strategists to provide advice and ensure user interface, design and content requirements are technically feasible and adherent to current web, accessibility, and digital experience industry standards
- Participates in project and working group meetings, analyzes business requirements and provides guidance and advice on effective digital communication methods for online channels.
- Provides analysis and expert advice to the Corporation's management and business areas on the development and evolution of the websites and digital services. Ensures effective digital and accessibility standards are applied in strategic planning efforts.
- Recommends options and approaches to the Corporation's management and business areas regarding innovative and creative solutions for the development of effective digital products, services and channels.
- Ensures the configuration and infrastructure of website and host platforms; including access, templates, content structures, styles, etc., meet business and user needs while complying with corporate policies and standards, and digital and accessibility practices and principles.
- Keeps current on emerging web and UI technologies and industry standards to provide relevant recommendations on enhancements for websites and related projects.

Web services content development and management

- Updates, develops, implements, and manages content and architecture in web content management systems and applications, while maintaining high levels of organization, quality assurance, accuracy, and consistency across the sites.
- Working with the UX team, supports the development of wireframe and design concepts. Analyzes and identifies potential issues; researches and recommends solutions.

- Translates and develops design concepts into web-based user interfaces within the content management and development tools currently used by the corporation.
- Uses current industry web development and accessibility standards (WCAG) for code development to implement solutions and advise on how to implement solutions based on industry standards
- Works with other areas in the corporation (e.g., business services and IT) to advise and ensure implementation of new or edited code follows design concepts
- Works with content strategists, creators and designers to develop HTML templates for electronic notifications (e.g., email and newsletter) and distribution. Provides advice on technical, business and design requirements, ensuring alignment and consistency with style and layout.
- Coordinates and manages work with contractors for outsourced web development production and monitors contracted resources.
- Supports other areas in the corporation in the development of web-based templates and applications that require support with HTML, CSS, graphics(e.g., SVG) and JavaScript used to render web pages and services.

Operational roles and responsibilities

- Develops a thorough and complete understanding of the content and architecture of the five plan member and employer websites and online services and channels.
- Manages/administrates day-to-day web content and troubleshoots website issues by identifying sources of problems and determines solutions; escalates issues to appropriate parties (i.e. business services or information technology branch) as necessary.
- Thorough understanding of the email campaign tool, including development and layout of email distribution content; and coordinating with web content strategist and distribution units on the delivery of email campaigns to members and employers.
- Delivers on client service requests for web updates, content assessment and analytic reporting. This includes:
 - o liaising with clients to understand needs and provide guidance on requirements;
 - o providing consultation and advice to content creators and strategists regarding imagery, layout, and style requests;
 - o resolving content, layout, and design issues;
 - o producing and advising on development and production schedules.
- Ensures adherence to all processes and appropriate reviews and approvals for web and digital services changes leading up to publishing site structures, content, and design.
- Conducts pre- and post-production quality assurance for web content and design revisions.
- Aids in the testing, validation, and assessment of proposed changes to the plan member and employer websites and online services and channels.
- Maintains the organization of web content and supporting structures and archives for the five plan member and employer websites and online services and channels.
- Manages and maintains the organization and security of the five plan YouTube channels including analytics collection and aligning with accessibility standards and guidelines.

Analytics and quality assurance

- Monitor, track and analyze website data, performance and user behaviour. Work with management and key business and content leads in the development of KPIs that support digital and communication strategies.
- Prepare and present web analytics dashboards and reports and as required, Assess how analytics are meeting KPIs and make informed and well supported recommendations to management, user experience specialists and communication specialists on how improvements can be made
- Manage web archive applications (e.g., Hanzo) and extract search data and reports for use by the corporation for information and/or legal purposes.

EDUCATION

Degree/Diploma Obtained

Program of Study

- Degree, diploma, certification or equivalent in computing science and/or web design. An equivalent combination of related experience, education, and training may be considered.

EXPERIENCE

Years of Experience

Type of Experience

2 years of recent, relevant experience that includes the following:

- Web design development and applications, graphic design, coding, and maintenance of websites in multiple environments and management and use of web content management systems;
- Administration and management of complex web services environments and CMS platforms (e.g., Liferay and WordPress);
- Development of web-based user interfaces using languages including HTML, CSS, JavaScript, SVG, and integrating WCAG guidelines in that development.
- Working on complex, multidisciplinary projects where you provided analysis, advice and participated in the development of websites and digital services.
- Interpreting business requirements into technical specifications; and
- Using, extrapolating and interpreting reports using analytics, accessibility and SEO tools (e.g., Site improve).

Nice to have

- Preference may be given to applicants with three or more years of experience.
- Experience with Adobe Creative Suite, particularly design development tools including Dreamweaver, Photoshop, Illustrator, Fireworks and InDesign is preferred.
- Experience with web design and accessibility assessment tools including Adobe XD, Figma, and Accessibility Insights for Web.

KNOWLEDGE, SKILLS & ABILITIES

- Knowledge of website best practices and principles and WCAG Accessibility standards including responsive design, cross browser and email client compatibility.
- Thorough knowledge of Adobe Creative Suite, particularly design development tools like Dreamweaver, Photoshop, Illustrator, and InDesign.
- Knowledge and understanding of basic user and digital experience design principles.
- Demonstrated ability to work collaboratively with a variety of external and internal business and systems stakeholders to meet common goals.
- Knowledge of collaboration tools (e.g., Confluence, JIRA, Figma, GitHub, Teams, etc.).
- Demonstrated ability to problem solve and implement solutions.
- Demonstrated ability to identify, review and recommend new and emerging web based technology.
- Thorough understanding of Microsoft Office tools.
- Excellent written and verbal communication skills.

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 L2

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

- Gathers feedback from various sources to identify own strengths and weaknesses.
- Pursues challenging experiences beyond current position to add value in own area.
- Helps others identify learning needs to meet current job requirements.
- Provides honest, timely, clear and specific feedback to others.
- Ensures people are provided appropriate training within available budget and resources.
- Encourages people to reach their full potential.

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.

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.

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.