

JOB DESCRIPTION

JOB DETAILS

Job Title: Digital Content Advisor

Job ID: CO2407

Classification: Communications Officer R24

Classification Date:
(MM/DD/YYYY)

Branch: Digital Experience and Communication Services

Unit: MEX-Digital Experience and Communication Services

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; media and public relations; and marketing.

JOB SUMMARY

The Digital Content Advisor reports to the Assistant Director, Communication Services in the Digital Experience and Communication Services Branch and works independently to provide leadership, direction, advice and facilitation on strategies related to cross channel communication products, including member and employer communications and education that informs pension plan members and employers, and guides them in the completion of tasks. The position works closely with the user experience (UX) team, and with the staff in the Member Experience Division, including its executive, as well as with senior management and staff across the corporation.

The position is responsible for developing and implementing proactive strategic digital communications to ensure products, services and member communications align with the corporation's approach to service delivery, and cultivates relationships with key internal and external stakeholders. Key functional responsibilities include digital communication and creative strategy; planning and support; issues identification and management; decision-making; and professional graphic design, content creation, editing and online publication services that meet user needs and strategic goals. The position is responsible for integrating these components into a responsive, efficient and effective product design framework and infrastructure to meet user and Pension Corporation strategic and operational needs.

The Digital Content Advisor works closely with, and provides advice on, approaches to delivering digital products for member services and liaises with other divisions within Pension Corporation. In concert with the UX team, it monitors the perceptions and behavior of users and uses effective communication, consultation, influence, persuasion and conflict management skills to ascertain and address divergent viewpoints and values. The position is critical in determining when, where and how complex information is designed with significant implications is presented to stakeholders. Specific contacts include:

- Internal clients—including various branches;
- The executive office—applicable vice president(s);
- Pension Corporation leadership and staff at all levels;
- Other Pension Corporation communications staff;
- Other organizations to research best practices, processes and standards

JOB RESPONSIBILITIES

1. Contributes to, develops and executes branch priorities to deliver against the corporation's service delivery plan commitments and emerging project work:
 - Develops relationships among service delivery channels;
 - Designs product for new digital formats. Leads to continuous improvement of online products.
2. Serves as a trusted advisor to Pension Corporation leadership:

- Provides advice and guidance to Pension Corporation's executive, senior staff and all staff regarding techniques, approaches, methodologies and strategies to accomplish service design objectives;
- Manages relationships across the corporation to produce accurate, timely, user-focused communications and identify ways to improve online writing and graphic design products;
- Makes decisions to improve digital products;
- Explains recommendations and decisions clearly, and provides constructive criticism;
- Writes, edits and publishes new and repurposed content that meets user needs and strategic goals;
- Provides project management and leadership for the digital graphic design, research, writing and publication of digital channel content;
- Relates what users need to existing product, and identifies gaps and overlaps.

3. Plans, coordinates and implements digital communication design strategies and services:

- Working in both authenticated (My Account) and non-authenticated environments, creates product for the web and other service channels available to members, such as chat and social media, that is simple to understand and usable, and aligns with applicable messaging, branding, style, and tone and voice guidelines;
- Works closely with the UX team to ensure product is reflective of how pension services are used and consumed;
- Works closely with the UX team to ensure product is based on insights and research, is audience centric, aligned with website content model and optimized for search engines.

4. Provides oversight and coordination of all cross-channel communication products:

- Works with content creators and subject matter experts to improve member understanding of pension information, and drive members to digital services;
- Provides information and recommendations to divisional strategic planning activities and stakeholders across the corporation.

5. Reviews, analyses and disseminates complex information:

- Uses understanding of applicable rules and principles to analyze information requirements for members and provides expert communications advice;
- Uses judgment in the interpretation of complex information; translating technical language into plain language writing style and guides the creation of supporting visuals to assist understanding;
- Develops and implements planning principles, best practice guidelines, evaluation criteria and professional communications standards for quality assurance.

6. Supervises daily operations of staff including training and development, assignment of work, evaluation of performance plans and leave approval.

EDUCATION

Degree/Diploma Obtained

Program of Study

A university degree in Communications, Journalism, Marketing or related discipline; or an equivalent combination of experience and education.

EXPERIENCE

Years of Experience

Type of Experience

Minimum of 3-5 years of experience in;

- Content management/marketing and writing in a complex, multiple service channel environment.
- Proven experience in using metrics and user feedback to define and improve content.

Minimum of two years supervisory experience.

KNOWLEDGE, SKILLS & ABILITIES

Excellent written and verbal communication skills and ability to contribute in a collaborative team environment.

Excellent attention to detail and proven ability to write and edit for the web, and to support digital campaign materials.

Understanding of basic web design principles.

Ability to generate innovative insights from analysis, communicate results effectively, and work with business partners in developing and implementing content to drive service uptake.

Strong project management and time management skills.

Excellent organization skills: self-directed and capable of working effectively in a complex environment while juggling multiple projects and adhering to tight and demanding deadlines.

Strong understanding of digital landscape (web and social media platforms, apps, online promotions, and digital marketing).

Understanding of content marketing tactics such as SEO, digital and social media advertising, webinars, blogs.

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.
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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.
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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.
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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.
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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.