

Digital Content Specialist

Are you looking to take your social media and marketing skills to the next level? Are you a high achiever who wants to work with a government agency in the heart of the Bow Valley? We are looking to hire a Digital Content Specialist to coordinate our fun and informative social media presence on multiple platforms as well as contributing in other areas of advertising and marketing. In this position, you assist with the planning, development, implementation and monitoring of internal and external communications, marketing and public engagement functions of the BVRTSC

On a day-to-day basis the right candidate will:

- Coordinate, oversee, and further develop the social media presence of Roam Transit and the BVRTSC.
- Oversee website content in conjunction with the Operations Manager, ensuring updates are providing appropriate and relevant content.
- Source and manage external services relating to online communications and use your creative abilities to analyze and improve offers.
- Engage local vendors and partners to further expand the Roam brand and increase public awareness of transit options.
- Provide writing, editing and graphic design skills such as image editing for a multitude of projects and initiatives such as presentations, reports, news releases, advertisements and speaking notes, in addition to online communications.
- Work collaboratively to ensure brand consistency and quality in all creative print materials (including advertisements, posters, publications) and work independently to start and complete tasks.
- Provide occasional relief support for Customer Service Representatives to ensure client needs are met and exceeded.
- Other administrative duties as required

The right candidate will demonstrate on their resume:

- Post-Secondary Degree or Diploma in Marketing, Communications or a related discipline. A combination of education plus work experience will also be considered.
- At least 2+ years directly related digital marketing experience in a demanding, fast paced environment. You're a Facebook guru, a Twitter superstar, and a Hootsuite ninja.
- Excellent attention to detail as it relates to grammar, spelling, punctuation and accuracy within any written correspondence
- Exceptional computer skills – fluent in Microsoft Office applications.
- Municipal government experience is an asset
- Public transit, transportation knowledge is an asset
- Knowledge of the Bow Valley is an asset

During the interview, we will be looking for behaviours that demonstrate:

- Outstanding ability to prioritize and organize tasks in order to achieve deadlines
- Ability to work independently and collaboratively, as required
- Excellent communication skills



What's in it for you:

- Competitive wage - \$23 - \$26 per hour
- Full Health/Dental benefits
- Permanent part time role (21 hours per week) with a flexible schedule
- Generous vacation allowance
- Regional Roam Transit Pass

To Apply

Please email your cover letter and resume to careers@roamtransit.com, preferably prior to November 21st, however the position will remain open until filled.

A Criminal Record Search will be required of the successful candidate to verify the absence of a criminal record for which a pardon has not been granted.

Roam Transit currently has a mandatory COVID vaccination requirement for all employees

We thank all who apply, however, only those candidates selected for an interview will be contacted.