



Digital Content & Customer Experience Specialist

JOB PROFILE

Position Summary

Reporting to the Manager, Communications & Customer Experience, you manage and coordinate the BVRTSC's digital media presence and customer experience, ensuring community vision and values, Commission priorities and communication goals are embraced. 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. You will also assist with the customer experience at Roam by providing support to our customer service team.

- Location: Banff, AB
- Permanent Part-time (potential Full-time hours for the appropriate candidate)
- Competitive Wage \$24.00 - \$28.00 per hour
- Benefits Package
- Great Work Environment
- Three Weeks' Vacation
- Roam Public Transit Pass
- Flexible Working Hours

Duties may include:

- Coordinating, overseeing, and further developing 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.
- Communicate with local businesses to increase promotion of public transit.
- Manage and expand our current Hotel Partner program throughout the Bow Valley.
- Ensure the adherence to the Roam Transit branding in online communications, other communication projects and with external consultants and partners.
- Assist with the planning and development of, and manage the execution of comprehensive communications strategies, public education, and marketing programs.
- Provide effective media relations support to the Manager, Communications and Customer Experience.



- 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.
- Assists in tracking and resolving of customer inquiries and issues through social media and other external sites.
- Provide courteous and positive public relations with internal and external customers.
- Occasional relief support for Customer Service Representatives to ensure client needs are met.
- Create and edit Video content for internal and external use.
- Other duties as required.

This position will require a very organized, multi-tasking individual who can work independently to market a growing organization with the goal of increasing transit ridership. Someone who is a self-starter and can work in both an individual and team environment would be a great fit for this role.

Qualifications

Education (minimum)

- Post-Secondary Degree in marketing, communications or a related discipline is an asset. A combination of education plus work experience will also be considered.

Experience

- Minimum two (2) years directly related marketing and communications experience in a demanding, fast paced environment
- Municipal government experience is an asset
- Public transit, transportation or tourism experience considered an asset
- Prior experience with preparing and giving presentations to stakeholders in both individual and group settings.
- Prior Graphic Design and Video creation/editing skills an asset



Knowledge, skills, and abilities

- Exceptional computer skills – fluent in Microsoft Office applications and social media applications such as: Hootsuite, Facebook, Instagram. Knowledgeable in production and maintenance of web pages and applications/tools.
- Excellent proof-reading skills, as it relates to grammar, spelling, punctuation and accuracy within any written correspondence and advertising.
- Excellent organizational, public relation and time management skills
- Must be able to multitask to achieve deadlines and meet the needs of multiple stakeholders
- Ability to work independently or in a team, create own direction, must be able to set own achievement targets
- Excellent oral and written communication skills in English
- Ability to perform duties calmly and efficiently and provide information and general assistance to internal staff and the public.
- Knowledge of general office organization and proficiency in the operation of all general office equipment

Working Conditions

This position will require both internal office time and community travel, primarily within the Bow Valley. External meetings will be required, and the position has some contact with the public and other employees.