

## Digital Content Specialist

**DATE:** November 13<sup>th</sup>, 2020

**LOCATION:** Calgary, AB

**JOB NUMBER:** IS006

**TYPE:** 6 month term fulltime position with potential of moving to permanent

**Salary:** CUPE 1645 SG6 (\$53,541 - \$67,823) – under review

**CLOSING DATE:** Open to all applicants until November 20<sup>th</sup>, 2020 at 4:30pm to [careers@glenbow.org](mailto:careers@glenbow.org)

### Why you should join Glenbow:

**Be there.** We are present. We listen. We step up. We show up. We meet people where they are. We earn trust by being authentic and dependable. We are here for each other and we are here for our community.

**Spark big ideas.** We empower our visitors and ourselves by encouraging curiosity and welcoming great questions. We imagine more possibilities and we create space for inspiration. We believe that creativity makes our world better.

**Take pride.** Remarkable things happen here because we work hard and we are always learning. We take time to reflect and improve on what has come before. We respect the knowledge and experience of others. We approach every challenge with integrity and humility. Our personal passion fuels our high standards.

**Together is better.** We welcome all perspectives. What we do is better when more diverse voices are heard. We champion a collaborative environment where people feel respected, valued and connected. We have greater impact when we work as a team.

### Summary

Glenbow's digital strategy connects curatorial and programming content with marketing and visitor experience strategies into a cohesive outreach effort using Glenbow's digital channels. In our efforts to bring people to Glenbow, we will bring Glenbow to people, wherever they are in the physical or digital world.

Reporting to the Director, Communications & Marketing, the Digital Content Specialist is responsible for developing, sharing and evaluating multi-media content across Glenbow's digital communications platforms, including the museum's website, blog, newsletter, e-commerce and social media channels as well as digital marketing and earned media platforms.

The ideal candidate understands the power of digital content marketing to create meaningful relationships with Glenbow's audiences. They have the skills and experience to leverage data to optimize both Glenbow's organic content and our paid social media marketing and to use it to inform institutional best practices. They have a collaborative spirit with an enthusiasm for authentic, effective communication. Their creative approach will advance Glenbow's mission through effective storytelling and a focus on building authentic connections.

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## Responsibilities

### Data Acquisition

Using qualitative audience research, digital audience data insights and social listening, the Digital Content Specialist cultivates an organizational understanding of audience behavior and demographics, and contributes to Glenbow's digital strategy with user-experience as the primary focus.

The Digital Content Specialist has a keen understanding of the following analytics and insights tools, as well as the ability to adapt to rapidly changing or new digital platforms:

Google Analytics, Google Data Studio, Adwords and Google Grants, Facebook Creator Studio and Insights, Social Media management platforms such as Sprout Social, Hootsuite, etc.

### Storytelling

The Digital Content Specialist is responsible for fulfilling Glenbow's digital editorial calendar by strategically sharing engaging, relevant and accessible content designed to resonate with Glenbow's diverse audiences. The Digital Content Specialist works with cross-departmental content experts to develop and produce multi-media digital content to fulfill Glenbow's audience engagement strategy.

In addition to having strong web & social media writing and editing skills, the Digital Content Specialist has an understanding of graphic design principles and experience with image, video and audio editing software such as Adobe Creative Cloud, iMovie, Canva or other digital tools. Day to day tasks may include:

- Participating in planning Glenbow's editorial content calendar
- Researching, writing & editing content for Glenbow's website, social media posts, blog posts, newsletter segments and "virtual tour" video scripts, podcasts, and other digital content outlets
- Shooting video and photos (via iPhone) and editing for output on social media and other digital platforms
- Overseeing and guiding internal and external content experts or contributors in how to produce useable imagery, video or sound files for digital platforms

### Brand Management

The Digital Content Specialist is a key member of the team responsible for all public-facing messaging and representations of Glenbow. The Digital Content Specialist ensures that all content produced and shared on digital platforms authentically represents and expresses Glenbow's brand character, brand voice, and the institution's values, mission and vision. This includes:

- Managing Glenbow's social media communities (tapping into current events and trends as appropriate with timely and brand-relevant content & images, responding to questions, comments and other audience engagement, regularly checking and responding to relevant hashtags, sharing relevant partner or stakeholder content, general monitoring)
- Monitoring and responding to online reviews (Google Business page, Yelp, tourism websites, social platforms)
- Building Google search campaigns [paid and grant] that amplify Glenbow content and programming

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- Building paid social media campaigns to complement or boost content and increase reach, awareness and/or engagement

## Reporting

The Digital Content Specialist tracks and collects data from organic social posts, digital marketing campaigns, and museum attendance in order to measure the success of digital initiatives and campaigns. This role is responsible for preparing relevant marketing delivery reports for internal Glenbow audiences as well as for funders, sponsors and stakeholders. The Digital Content Specialist uses data to make recommendations on ongoing digital strategies and to identify new opportunities and channels that align with Glenbow's institutional goals.

## Skills & Requirements

- At least five years of experience in digital or social media content development and strategy development in a large organization
- At least three years of experience using data evaluation and analytics tools (Google Analytics, Google Data Studio, Facebook Insights or other social media analytics tools, etc).
- Demonstrated ability to lead content strategy across the development process
- Advanced writing and editing skills, including practical experience and proficiency in web writing and content editing
- Familiarity with WordPress or other content management systems
- Familiarity with email and social media marketing platforms such as Mailchimp, Emma, Hootsuite, etc.
- Knowledge of SEO best practices and accessibility standards
- Knowledge of media production and file format conversions for web and online
- Undergraduate degree in Marketing, Journalism, Broadcasting, Graphic Design, New Media or other relevant discipline is preferred; candidates with combined post-secondary education and work experience in those fields will also be considered. Marketing/Communications experience in a digital-focused company or agency an asset
- Experience in graphic design, information design, illustration, videography or photography is an asset
- Experience with UX/UI design principals and theories an asset
- Experience with web streaming, dynamic formats and producing webinars is an asset

## Stay connected to us:

- For more ways to experience and share art outside Glenbow's walls, [click here](#)
- Visit our [Community Access At Glenbow](#) to see our commitment to expand the reach and impact of art and culture in our community

