

# Glenbow

## Digital Content Specialist

**Date:** January 4, 2023

**Location:** Calgary, AB. Hybrid Workplace (Remote/In-Office)

**Type:** Permanent Full Time

**Job Family:** C.U.P.E Local 1645

**Salary Grade:** SG7, Step 1

**Closing:** January 22, 2023 at 4:00 p.m.

Please submit application to [careers@glenbow.org](mailto:careers@glenbow.org)

## Organizational Overview

### Land Acknowledgement

Glenbow is located in Mohkinstis, on Treaty 7 Territory, and respects the history, languages, traditions and cultures of the nations on whose traditional land we reside: The Blackfoot Confederacy, which includes Siksika, Piikani and Kainaiwa; the Tsuut'ina; the Îyârhe Nakoda First Nations, including the Chiniki, Bearspaw and Wesley First Nation; and the Métis Nation of Alberta, Region III. Their contributions to the museum and their continued support are integral to our success in educating visitors and sharing the rich heritage of this land. We further acknowledge the vital connections we have to other Indigenous peoples, whose visual and intangible culture is represented in the museum's collections and exhibitions.

### Diversity, Inclusion, Accessibility and Belonging at Glenbow

At Glenbow, we believe art is for everyone. We believe everyone should feel celebrated and welcomed in Glenbow's physical and digital spaces. It is our fundamental belief that **Together Is Better**. We are better when the diversity of our community is reflected in everything we do and is represented by the people who bring Glenbow to life: our employees, volunteers, partners and visitors.

We are committed to creating a museum and workplace culture that prioritizes equity and accessibility, where differences are celebrated and thoughtfully considered, and where no-one is left behind. We strive to create an accessible space that inspires conversation and action through arts and culture.

### Our Values

**Be there. Spark big ideas. Take pride. Together is better. Break the mould.**

Glenbow employees are talented and engaged and possess a rich expertise. Our staff are committed to serving our community; every member of our team, regardless of job description, is responsible for creating a memorable and worthwhile visitor experience. Our work is rooted in our shared values, and together we're pushing the museum to continuously evolve.

Glenbow is an integral and essential part of life in Calgary. We contribute to making the community stronger, more resilient, more empathetic, more knowledgeable, more innovative, and more inspired.

Learn more about [Glenbow's values on our website](#).



# Glenbow

## The Opportunity

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 Manager, Marketing & Communications, 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 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 digital 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.

## Responsibilities

### 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 understands graphic design principles and has experience with image, video and audio editing software such as the Adobe Creative Cloud suite, 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, 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 & Virtual Community 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 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 and growing Glenbow's social media communities – including 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

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# Glenbow

relevant hashtags, sharing relevant partner or stakeholder content through platforms and scheduled through Sprout Social, 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
- Building paid social media campaigns to complement or boost content and increase reach, awareness and/or engagement

## Reporting & Data Analysis

The Digital Content Specialist tracks and collects data from organic social posts, digital marketing campaigns, and museum attendance to measure the success of digital initiatives and understand audience engagement. 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 goals. In a typical day, this could include:

- Gathering data from platforms like Google Analytics, Google Data Studio, Google Ads, Sprout Social, and other channels to better understand audience behaviour and engagement
- Preparing relevant digital marketing reports for internal Glenbow audiences as well as for funders, sponsors and stakeholders
- Researching and learning about new digital platforms and making recommendations on how Glenbow should leverage them

## Education, Skills & Qualifications

- At least five years' 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 Sprout Social, Mailchimp, Emma, etc.
- Knowledge of SEO best practices and accessibility standards
- 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



# Glenbow

## Stay connected to Glenbow

- Visit us at our new satellite location – [Glenbow at the Edison](#) – open now!
- Learn more about [Glenbow Reimagined](#) – our museum renovation and fundraising campaign
- Access some of our [online resources](#)

