



## Web Specialist

### **Role Summary**

Reporting to the Quality Leader, Digital Media & Engagement, the Web Specialist works closely with the BCPSQC leadership to implement on-line communications objectives and to ensure that the website(s) supports the Council's strategic directions. The Specialist collaborates with rest of the BCPSQC team and is the first point of contact for creating new website features and/or enhancing existing website communications. The Specialist identifies user needs, completes website updates, liaises with web developers as required and monitors and evaluates the Council's content and usage. Through consultation with Council leadership, the Web Specialist develops and recommends online communication strategies in support of the Council's strategic plan and mandate. The Specialist develops and recommends a budget for website communications for approval. The Web Specialist works closely with internal and external audiences to develop and implement website plans in support of the Council's strategic directions. The Web Specialist influences and consults to others including network partners, Council staff, funding partners and other quality organizations.

### **Key Accountabilities**

- Monitors the Council's website content and develops and publishes specific sections of the website. Additionally, maintains the backend and assists in managing the content on the front end of the e-Communities of Practice site.
- Provides ongoing support and guidance regarding organizing, editing and publishing of website content. Ensures standards exist with respect to the quality and consistency of materials on the website.
- Collaborates with the Council leadership to develop and implement website communication plans to ensure the website supports and advances the Council's strategic directions.
- Provides leadership and advice on web communication, including developing and ensuring web content and graphic standards are deployed consistently by all Council internal users.
- Solicits and monitors internal and external feedback related to the Council's website(s) and recommends solutions.
- Monitors web traffic and gathers usage statistics (e.g., through Google Analytics) and develops and maintains Key Performance Indicator reports. Uses creative ways to display data using Data Visualization tools.
- Maintains an awareness of new developments and trends in digital media and web-related trends and technology and collaborates with staff to maximize new trends and technology.
- Frequently serves as the first point of contact, via web, for a variety of audiences including patients, health care professionals and the general public.
- Anticipates and reacts to Council website issues and coordinates resolution.
- Performs other related duties as assigned.

## Role Description: Web Specialist

### Qualifications

A level of education, training and experience equivalent to a diploma in web-based communications plus a minimum of 2-3 years of recent related experience.

- Knowledge and demonstrated experience of web coding (e.g., CSS, HTML, PHP, Javascript – J-Query, Flash, etc), web programs (e.g., Dreamweaver) and, web platforms and content management systems (e.g., Wordpress, Drupal, Joomla etc).
- Knowledge and demonstrated experience with the use and reporting on web analytics, SEO, keyword optimization Demonstrated project and budget management skills.
- Excellent oral and written communication skills.
- Ability to establish strong working relationships with internal and external stakeholder groups and partners in routine and controversial situations.
- Ability to work independently and within a team.
- Ability to plan, organize, set, accomplish and measure objectives and results (i.e., strong project management skills). Ability to set priorities and be results-oriented.
- Demonstrated ability to develop training materials/program and conduct training.
- Demonstrated writing, editing, internal and external communication planning skills.
- Physical ability to perform the duties of the job.

Send resume and cover letter by **Monday, December 12** to:

Ajay Puri, Quality Leader, Communications and Engagement  
[apuri@bcpsqc.ca](mailto:apuri@bcpsqc.ca)

*Short-listed candidates will be contacted; others will be kept in our database for future consideration.*