



Overview:

As a key member of the CWR Communications team, the Web Content Strategist ensures that our website content is current and accurate. The Strategist liaises with Chapters to surface and share relevant content. They ensure that relevant events, announcements and information is surfaced for National Programs, and IABC International. They are also responsible for ensuring a consistent tone, voice and content approach that serves the needs of our Chapter Leaders. This is a new role for CWR, and as such, represents a unique opportunity to define the direction of Region Communications.

Opportunity:

- Work with the Portfolio director to define our website strategy, tactics and measurable outcomes
- Own the [IABC Canada](#) and [CWR](#) websites; responsible for content management and updates as well as optimizing the functionality of the site to ensure a positive user experience
- Build your network of contacts and colleagues across Canada and around the world
- Exposure to and the opportunity to participate in a wide variety of IABC national programs (Silver Leaf Awards, Regional Conferences, Master Communicator)

Term: This is a two-year term commitment until June 2020.

Estimated Time Commitment: This is a remote position. Website update needs vary in accordance with national program announcements. Estimate approx. 1.5 hrs per week, with a monthly phone/Skype check-in with the Portfolio Director.

Requirements:

- IABC membership in good standing
- Relevant experience in website management, ideally on a WordPress platform.
- Ability to commit to two-year term
- Excellent time management. Reliable and committed.
- Excellent written communication skills

About IABC Canada West Region

IABC Canada West is one of eight regions internationally, and one of two regions in Canada. Through our 14-member board (8 Directors + 6 Chapter Representatives), we represent and support IABC chapters and their leaders from B.C. to Manitoba.

We serve to develop leaders and enhance the operations of individual chapters by providing leadership development programming and connecting chapters to share ideas and best practices. For members, we offer professional development through our regional conference and other professional development opportunities such as speakers' tours.

Major initiatives for IABC Canada West include coordination of: Silver Leaf and Master Communicator National Programs; bi-annual conference; speakers' tours; "Dare to Lead" western IABC chapter leadership conference, and chapter grants program.



International Association
of Business Communicators
Canada West Region

Social Media Strategist Position

For more information, or to apply for the position, please email cwr-cmns@iabc.com

November 2018