

IT CONTRACT RECRUITMENT REQUEST

Date of Request: September 15, 2016

DETAILS

Position Title: Digital Content Writer/Specialist

Start Date: October/16

Term: Six months

OVERVIEW/REQUIRED SKILLS

Scope/Tasks:

We are seeking a Digital Content Writer to work with one of our project teams, to modernize our digital platform. They will work closely with the team, to develop content for our web platforms, as well as search engine optimization.

- Copy, edit and proofread existing content and write net new content as required;
- Understand our business from the inside out and help craft a “Best in Class” digital experience;
- Follow industry trends and apply insights about customer behaviour to produce effective content that successfully converts traffic into sales;
- Provide data-driven counsel and guidance to internal staff;
- Participate in discovery and ongoing development of the project by reviewing, editing, writing and suggesting net new content opportunities;
- Identifying Redundant and Outdated-Trivial (ROT) assets, and help co-ordinate the approval process;
- Work with subject matter experts to clarify content needs, requirements and objectives;
- Conduct interviews with various stakeholders and technical staff to gather insights, source material and feedback;
- Participate in product development scrums and planning sessions, to ensure documentation specifications are adhered to and completed, as part of agile user story completion;
- Gain a solid understanding of our customer life cycle and e-commerce platform and funnel;
- Adhere to brand guidelines and ensure all content maintains the correct voice and tone, while creating a new web style guide

Deliverables:

High-quality digital content for an enterprise level, e-commerce focused, “mobile first” web experience, that adds value to the business

Skills and Experience:

- Minimum of 5 years direct experience writing for web and digital channels;
- Strong technical understanding of UX and with online/mobile best practices;
- Experience in SEO and content optimization practices;
- Experience in updating and testing Information Architecture;
- Proven ability to bring online/mobile enhancements from ideation to execution;

- Experience in large website development and project management;
- Experience in publishing content through CMS platforms;
- Experience working in an agile development environment is an asset;
- Demonstrated ability as a quality writer and copyeditor;
- Strong understanding of branding, and how to communicate in a specific voice and purpose;
- Understanding of SEO, and knowledge in design and responsive web trends;
- Flexibility and adaptability, coping effectively with complexity and change at an enterprise level;
- Customer focused: always having the customer and end consumer in mind;
- High standards and work ethic, with the ability to deliver a high quality product.

Team Environment:

Working with an internal project team based in our downtown Victoria office, in addition to external service providers as required.

Please send resumes and/or inquires to it.recruitment@bcferries.com by **Friday September 23/16**

In the event that a candidate is submitted by either another Recruitment firm or by the candidate themselves, I will accept the first submission and I will inform you by email of duplication within one week of your submission.