



Overview:

As a key member of the IABC Canada West Region (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 are 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.

Opportunity:

- Work with the Communications Director to define our website strategy, tactics and measurable outcomes
- Be a leader in helping to audit, re-write and re-organize content on the website
- 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)

Estimated Time Commitment: This is a remote position. Website update needs vary. Estimate approx. 2 hrs per week, with a monthly phone/Skype check-in with the Communications team.

Requirements:

- IABC membership in good standing
- Relevant experience in website management, ideally on a WordPress platform
- 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 in Canada. Through our board, we represent and support IABC chapters and their leaders from BC 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.

Other major initiatives for IABC Canada West include coordination of: Silver Leaf and Master Communicator National Programs; "Dare to Lead" western IABC chapter leadership conference, and chapter grants program.

For more information, or to apply for the position, please send your resume and expression of interest to Danelle Wettstein, CWR Communications Director, at cwr-cmns@iabc.com.

Priority will be given volunteer applicants that are also IABC members, however non-members will be considered based on experience and fit.