



## **EXPRESSION OF INTEREST**

### **WEBSITE CONTENT WRITER**

MINIMUM TERM: September 15, 2025 to October 10, 2025 (*with possible extension*)

HOURS: Five (5) days per week – seven (7) hours per day – 08:30am to 04:30pm – Monday to Friday

LOCATION: City Hall (*hybrid can potentially be negotiated*)

COMPENSATION: \$875.00/week

This is a CONTRACT position.

Please submit resumes and/or proposals to Corporate Officer Brooke McCourt at [corporate@greenwoodcity.ca](mailto:corporate@greenwoodcity.ca) or drop them off at City Hall with the subject clearly marked: *Website Content Writer* no later than **4:00 pm, August 29<sup>th</sup>, 2025**. If you require further information on this Expression of Interest, please email [cao@greenwoodcity.ca](mailto:cao@greenwoodcity.ca) or phone (250) 445-6644 and ask for Dean Trumbley.

The City of Greenwood is seeking a Website Content Writer that will be responsible for researching, developing and writing online content for the new municipal GovStack CMS website ensuring content is written and presented in a format that meets web usability standards and is consistent with municipal information design guidelines and brand standards.

### **DUTIES**

- Respond to the needs of City Staff and GovStack personnel for the effective and creative application of web technology and content to meet the City of Greenwood's business needs. Recommend alternatives to find a balance between city standards, citizens want, and end user needs.
- Consult with the City Staff to develop web content; set priorities; identify and resolve problems; oversee taxonomy design for review and approval.
- Review material on the current City website for transfer to the GovStack CMS to ensure that posted information is consistent with the City's established web and brand standards. Advise clients on issues concerning the content and presentation of information; design content presentation solutions (*ex. page layout, styles, information architecture*).
- Use creativity, design and technical skills to conceive, refine, and produce high-quality promotional and functional electronic media and materials, including but not limited to electronic registration forms, electronic newsletters, web content (*HTML pages, documents, images, and audio & video files*), and other web related and social media solutions.
- Work closely with the Chief Administrative Officer and Director of Communications for branding approval, the Corporate Officer to ensure web content meets corporate standards/legal requirements and collaborate with other subject experts such as IT or GovStack personnel for application enhancements or technical problems, FOIP specialists, and potential external partners.
- Transfer site content on an ongoing basis to populate the new CMS/website (GovStack).
- Operate computer hardware/software, photography, audio and video, and related equipment as required. Convert written, graphic, audio and video components to compatible formats.
- Actively participate and contribute to staff's creativity, efficiency and accomplishment of broad goals and policies identified by the Corporate Officer. Perform other duties essential to web development as directed.

### **KNOWLEDGE, ABILITIES AND SKILLS**

- Excellent verbal and written communication skills with strong attention to detail.

- Technical knowledge and competency in web authoring tools and design software such as: HTML, Content Management Systems (CMS), Macromedia Dreamweaver, Adobe Photoshop, and Adobe Illustrator. Familiarity with the GovStack CMS is highly preferred.
- Proficient with Facebook other emerging web technologies and trends.
- Ability to work independently and as a member of a team and to make decisions in accordance with established policies, standards and objectives.
- Demonstrated ability to establish and maintain effective working relationships with personnel at all levels of civic services in a team environment.
- Knowledge of the City's web usability standards and practices, including a solid understanding of the current City of Greenwood's website taxonomy.
- Strong organizational skills, including the ability to handle multiple assignments and tasks while meeting deadlines.
- Ability to write in a variety of formats and styles for multiple audiences.

#### TRAINING AND EXPERIENCE REQUIREMENTS

- Graduation from a recognized community college or technical institution with a diploma or a certificate in web applications, web design, web writing or a related program would be beneficial
- Minimum of one (1) year experience with proven web writing and web development skills is not mandatory but preferred
- Minimum successful completion of a Grade 12 Diploma and very proficient in writing the English language.

**NOTE:** The City is open to a hybrid work schedule; however, due to the nature of the work and the need for direct access to City staff expertise, most of the work will be required to be performed on-site at City Hall. The specific terms of the agreement, including the work schedule, will be negotiated with the successful candidate.