



Digital Media & Technical Specialist Job Description

Position Summary:

Reporting to the Director of Communications, the Digital Media & Technical Specialist provides the Communications Team with support in all areas of digital media, including but not limited to social media content, graphic design, various online platforms, and website support. This position also supports the ASCHA team as a whole by offering technical and platform architecture knowledge to support the association's data collection and analysis activities, information tracking, records administration, and other digital applications. This position will find creative and technical solutions to the internal and external communications needs of the association, for the benefit of members and Alberta's housing sector.

Classification: L6, Non-Management

Salary Range: \$55,000 - \$65,000/year

Key Responsibilities:

- Produce digital and visual content for use across various communications platforms
- Support content sharing on social media, in alignment with ASCHA's strategic priorities and member stories
- Monitor audience analytics and engagement across multiple platforms and create relative reports
- Support training for members when new communications tools and digital platforms are introduced or updated
- Maintain and update the association's website content to ensure it is accurate and current
- Work to improve ASCHA's brand presence by producing brand standards tools and templates
- Support the creation of marketing materials and advertising
- Research and implement best practices in association data management and content management software to support internal and external communications
- Enhance public awareness efforts and participate in pertinent member committee and working group meetings
- Develop, manage, and design layouts for all forms of communication
- Support the Communication Team and the ASCHA Administration Team with other duties as required

Required Skills

- Excellent verbal and written communication skills; report writing an asset
- Working knowledge and practical experience of Microsoft Office Suite
- Excellent digital storyteller that can creatively apply design fundamentals in fresh and exciting ways
- Knowledge of, and working experience with, Adobe Creative Suite and other graphic design tools and software
- Expertise in WordPress; experience with custom CMS platforms and html an asset
- Ability to plan and execute social media strategies, including content creation, publishing and analytics
- Solid understanding of web metrics , digital analytics, with the ability to generate, analyze and interpret data

- Experience with content and data management platforms, and web application architecture
- Experience using survey software and analyze data
- Open-minded with the ability to brainstorm, contribute creative ideas, and think outside-the-box
- Photography and video editing skills a considerable asset
- Must be able to work and manage multiple projects
- Must be savvy with various technologies
- Event management software experience would be an asset
- Experience working with member-driven not-for-profit organizations would be an asset
- Knowledge of Alberta's housing sector would be a considerable asset
- Ability to work independently and as a team member in a fast-paced environment
- Ability to make independent decisions relative to the position
- Ability to inform changing office technology and processes
- Ability to understand and respond to the needs of members, stakeholders, and the public to meet or exceed expectations

Education

A degree, diploma, or equivalent certification in digital media and communications, graphic design, software development, or related field. Equivalent experience will be considered.

The employee will:

- Contribute to a safe, healthy, and welcoming working environment
- Utilize team strengths to optimize the use of people's skills, knowledge, and time
- Be collaborative, inclusive, and innovative
- Exemplify a high standard of customer service in all relations with association members
- Enhance the association's credibility with government and stakeholders
- Maintain the confidence of the team in alignment with team values
- Be engaged and available for internal and external stakeholders
- Be passionate about achieving results for the association in alignment with our Strategic Direction

ASCHA is committed to diversity, equity, and inclusivity, and works to cultivate a culture of respect throughout our entire association. We value input that improves our practices and policies, and continuously work to remove barriers that contribute to systemic inequities. We value a wide range of skillsets, experiences, and perspectives, and encourage anyone that shares a commitment to our core values and noble cause to apply.

Remote and hybrid work arrangements will be considered for this role.

How to apply

Email: ascha@ascha.com

Candidates must provide a Cover Letter with Resume to be considered for this position. Only those candidates selected for the interview will be contacted.