

Career Opportunity

ABOUT AGLC

AGLC is a dynamic organization leading Alberta's gaming and liquor industries. Our team of high performers is driven to provide our customers with outstanding service and Albertans with choices they can trust.

ABOUT THE POSITION

Senior Digital Officer

(Temporary Until February 7, 2020)

Competition #: 18-190

Salary: \$2,775.70 to \$3,638.40 bi-weekly

Closing Date: Sunday, November 25, 2018

Position Location: St. Albert

JOB SUMMARY

A journey of a thousand sites begins with a single click. – Anonymous

In this role you will be responsible for providing strategic direction and tactical support in Digital Marketing and Social Media Coordination. You will lead digital communications, digital marketing campaigns and projects that flow through the AGLC Digital Office, including web, email, apps and social media. You will review current digital marketing and social media systems and processes to identify opportunities for improvement in addition to developing and executing recommendations on behalf of the Digital Office. You will be responsible for researching and developing recommendations on new functionality, tools and processes for application to current and emerging business needs.

To be successful in this role, you will need to be self-motivated with strong communication and interpersonal skills. You will be expected to demonstrate a high level of collaboration and innovation in developing and maintaining the AGLC Digital presence. You will need to apply your analytical skills in analysing and reporting on metrics that will provide insight to appropriate and effective digital communication channels. Considerable creativity, flexibility and social awareness is also required to identify a plan of action that will address the relevant issues in a fast-paced environment.

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SKILLS/QUALIFICATIONS

- University Degree in the Marketing or Digital Marketing field and/or equivalent with a minimum 4 years of experience in a marketing environment with a focus on digital marketing is required.
- Experience managing Corporate Social Media Channels as well as experience with social media platforms (i.e Facebook, Twitter, LinkedIn etc.) is required.
- Experience with paid marketing channels and technologies, including paid search (Google AdWords) retargeting, social network advertising and content distribution/placement is also required.

The following experience would be considered assets:

- Experience with HTML5, CSS3, and JavaScript.
- Content Management Systems functionality (IE Drupal and SharePoint)
- Domain expertise in UI/UX best practices
- Experience using Google Analytics & Facebook Blueprint Certification
- Experience in Adobe Creative Suite (photo and video editing)

NOTE: An equivalent combination of education and experience may be considered. Candidates with lesser qualifications may be considered at a lower classification and salary. This recruitment may be used to fill future vacancies.

To be eligible to work for AGLC, you must be a Canadian citizen, permanent resident or eligible to work in Canada. We offer a comprehensive range of benefits. As a condition of employment you will be required to obtain a security clearance and clean drivers abstract (if necessary) prior to employment. While we appreciate all applications we receive, we advise that only candidates under consideration will be contacted. AGLC is committed to creating a diverse environment and is proud to be an equal opportunity employer.

To learn more about AGLC and to view the complete job posting, please visit our website aglc.ca

ABOUT THE DIVISION and BRANCH

Corporate Strategic Services Division:

The division provides enterprise-wide services supporting management throughout the organization as well as external stakeholders. The division includes strategy and planning; policy and communications, enterprise risk and business continuity and internal audit. The focus of the division is on creating and implementing programs to support management meet or achieve their strategic and operational objectives.

Stakeholder & Digital Engagement:

This unit develops and implements strategic stakeholder relations and social media plans, and plays an active role in issues monitoring and government relations. The unit provides subject matter expertise in the identification, development and implementation of digitally enabled strategies to optimize user experience for stakeholders when accessing AGLC services. Additionally, the unit acts as the organization's executive correspondence unit.

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When applying for a competition, please submit a cover letter and resume (either in word or pdf format). Please name your documents using your first and last name along with the competition number. For example: John Smith

Competition Number 18-190

AGLC - Human Resources

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