



Position Title: Web Content Specialist

Reports To: Project Team Leader

ABOUT CMSINTELLIGENCE INC.

CMSIntelligence Inc. is a rapidly growing digital services provider, offering website, digital tools and custom solutions for three audiences: enterprise organizations, digital agencies, and direct customers.

Additionally, we are the developer of a proprietary evolving cloud software – the Tymbrel Platform – a SaaS content management system that is the foundation of our website projects, and which allows our customers to manage their websites with maximum efficiencies.

We're a cohesive, energetic, creative and committed team working towards a common goal: to add value to our clients, their businesses and our team. We do great work, with great people, driving the results that help grow businesses. Each day we make the world a better place to be.

Our office is located in the heart of St. Catharines (Niagara), Ontario.

JOB SUMMARY

We are looking for detailed, quick and confident Web Content Specialist who is passionate about developing engaging content for the web.

As a member of the Project Management Team, you will be responsible for researching and writing quality new content that clearly communicates the business strategies for websites, as well as editing content provided by clients. You will work on content flow and on-page styling, image selection, and on-page SEO. Additionally, you will develop content strategies and calendars for blog programs for both client and corporate initiatives.

You possess a combination of technical and creative writing skills, and are a self-starter and able to multi-task and work in a fast-paced environment with tight deadlines.

An understanding of SEO techniques, excellent writing abilities, and the ability to communicate confidently are required, along with excellent interpersonal and teamwork skills.

Experience with website content management systems is mandatory. Experience with email marketing is a definite plus, and experience with the primary social media platforms is also helpful. Proficiency with Adobe Photoshop and Adobe Illustrator is also welcome assets.

KEY RESPONSIBILITIES

- Research Write & Edit Website Content
- On-Page Content Styling
- On-Page SEO
- Blog Program Calendar & Content
- Content Development for Other Digital Initiatives (ie. Email Marketing Campaigns, Social Media)





Specific Responsibilities:

- Research, write, and edit content for both client websites and our corporate websites, from a foundational knowledge base of website best practices that is current.
- Develop content for client and corporate digital marketing initiatives.
- Style on-page content (ie. layout / images / calls-to-action, etc.) to work with the website design template and strategic goals of each page.
- Post-launch, manage on-going website improvement and enhancements.
- Provide prompt and effective verbal and written communication with internal collaborators throughout the project cycle.
- Ensure on-time delivery of project tasks.
- Maintain proper project files.

OTHER EXPECTATIONS

The individuals who join our team have a passionate commitment to their personal and professional growth, and actively seek out opportunities to learn and evolve their business acumen and skill set.

A priority for us is clear communications – both verbal and written – and the successful candidate will have a professional, yet personable communications style.

In this position, we expect you to pay attention to detail and work closely with others to find efficient and effective solutions. Flexibility, adaptability and the ability to learn quickly in various technical and creative environments, while delivering quality work on tight deadlines, are key attributes of this position.

You will be part of a team committed to continually improving at all levels, where feedback is embraced and the growth and success of each individual contributes synergistically to the growth and success of the team.

REMUNERATION

- \$32-\$36,000
- Participation in the company's annual bonus program (after full year of employment)
- Group Employee Benefits Package – approx. \$4,000 annual value
(Note: Group insurance benefits to become available after 3 months full-time employment.)
- 2 weeks vacation (after first 6 months)
- 1 week vacation between Christmas & New Years – with one on-call day for support

OTHER

- Non-compete and IP ownership agreement with regards to the proprietary Tymbrel Platform
- Non-disclosure agreement with respect to corporate and client projects
- In-office yoga, team lunches, Friday afternoon social, unlimited snacks and coffee
- Flex hour options available, upon agreement with Management

VERY IMPORTANT: We have an office dog named Lola.

GROWTH PLAN

- Initial performance/satisfaction reviews at 3 months, 6 months and then annually
- Remuneration consideration at first annual review and each December thereafter

