
SENIOR ADVISOR, DIGITAL CONTENT

The Canadian Association of Petroleum Producers (CAPP) is the voice of Canada's upstream oil and natural gas industry. CAPP's member companies and associate members are a solution-oriented partner to the world's needs for affordable, responsibly produced, safe and secure energy.

CAPP's member companies produce about 80 percent of Canada's oil and natural gas and contribute over \$100 billion to Canada's gross domestic product while supporting almost 525,000 jobs across the country. CAPP recognizes the importance of delivering reliable, affordable, responsibly produced energy with exemplary environmental, social and governance standards, including managing the risk of climate change.

CAPP's mission is to advocate for and enable economic competitiveness, with environmentally and socially responsible performance and is dedicated to advancing reconciliation with Indigenous peoples. CAPP is committed to ensuring Canada is positioned to help meet global climate commitments as the supplier of choice in a world that demands a lower carbon energy future. CAPP's work is carried out through a variety of specialized policy and technical groups supported by CAPP staff, CAPP members and subject matter experts.

CAPP is seeking a Senior Advisor, Digital Content. This is a full-time permanent position located in Calgary, Alberta and reports to the Director, Communications.

Position Summary

The Senior Advisor, Digital Content is a key member of the communications team and will deliver technical, creative, tactical, and strategic planning, implementation, project management and evaluation of integrated digital marketing and website strategies and initiatives to support the communications team in delivering effective messaging.

Responsibilities

- Manages CAPP's website and digital communications platforms including microsites, intranet and member communications sites.
- Will lead the development and execution of CAPP's digital transformation project – building a new web platform to support the organization's brand and advocacy communications work.
- Looks for ways to improve the online user experience, working collaboratively with the information technology and communication teams on website best practices, information architecture, usability and search engine optimization.

- Work with information technology to strategically manage domain names used by the organization.
- Develop targeted and creative approaches for the integration of print, digital and video strategies.
- Liaison with contracted partners to build and maintain CAPP owned websites.
- Proactively manages and curates content for CAPP websites and supports online community engagement platforms, and social media channels
- Ensures all strategies and content aligns with CAPP's brand

Qualifications and Experience

- Proven ability to develop and implement technical content and integrate the company brand across multiple platforms
- Knowledge of content management systems; experience with WordPress will be considered an asset
- Post-secondary education; preferably a diploma or degree in digital marketing or a related field.
- A minimum of five years' work experience, with a focus on website design and maintenance. Experience with digital and social media marketing is also an asset..
- Expertise in website design and project management in addition to social media platforms and social media best practices/security.
- Ability to think technically and is inclined to be creative with keen research skills
- Demonstrated experience coordinating projects, ability to multi-task, prioritize and respond effectively to competing timelines
- Must be eligible to work in Canada legally

Personal Skills and Qualities

- A self-starter who takes initiative with minimal supervision and has excellent interpersonal and collaboration skills
- Strong analytical and strategic technical skills, with the ability to make data-driven decisions
- Excellent verbal and written communication skills
- Demonstrated ability to work independently and as part of a team
- Ability to multitask and manage multiple priorities in a fast-paced environment
- Strong problem-solving and analytical skills
- Excellent organizational skills
- Personable, confident, and passionate about digital

To Apply

Please send your cover letter and resume in confidence to jobs@capp.ca by March 31, 2023 with "Senior Advisor, Digital Content" in the subject line. We thank all who apply; however, only candidates selected for an interview will be contacted.