



Community Futures Central Alberta (CFCA), Town of Olds and Invest Olds are joining forces in a unique partnership and are seeking a **Digital Services Specialist** to join us.

- Do you love digital design and social media marketing?***
- Are you passionate for storytelling through blogging and vlogging?***
- Are you experienced in managing multiple social media channels effectively?***
- Do you excel in developing and implementing digital marketing strategies and campaigns?***
- Are you keenly aware of the importance of CMS and SEO in a marketing strategy?***
- Do you have a passion for leveraging digital solutions to meet business objectives?***
- Do you enjoy analyzing and interpreting social media performance?***
- Do you like problem-solving in a fast-paced dynamic environment?***
- Do you live within commutable distance to Central Alberta?***

If you answered 'yes' to these questions... we should talk. You might just be the ideal candidate to become our full-time **Digital Services Specialist** who can add an innovative perspective to economic and business growth in Central Alberta.

As the **Digital Services Specialist** you will design and implement a unique toolkit of service offerings to support the retention, expansion and attraction of entrepreneurs and businesses. You will play an essential role in the execution of a regional industry and economic growth strategy.

We Market and Grow Business

This partnership supports the growth and innovation of business. Through the delivery of highly effective business programs, training, loans, marketing, expert business advisory services, and more, we guide entrepreneurs, small and medium-sized enterprises to open doors and gain a foothold in their rural communities and beyond.

You inspire dedication and commitment to excellence. Your expertise in digital communications through web and social media and your creative flair in writing blogs and producing video are second to none. As an influencer, you know how to capture attention through photography, videography and build a following through social media. You appreciate the importance of building alliances and relationships to engage clients and meet their needs. You are a self-starter and are able to work independently in a semi-virtual and flexible work environment.

Our Wish List

- Superior relationship building and interpersonal skills.
- Refined listening, collaboration, problem-solving and decision-making skills.
- Polished business acumen with strong written and verbal communication skills.
- Proven experience in digital marketing, social media management, and marketing and communications is desired.
- Commitment to ensuring the quality and reliability of digital services through testing and validation.
- Post Secondary degree in digital marketing or related field.
- A self-starter who is able to work with limited supervision.
- Strong working knowledge of Adobe Creative Suite – InDesign and Illustrator, Google Analytics, Hootsuite and use of other social media and digital design tools, and Microsoft 365; and
- Must have a valid Class 5 Drivers License and be willing to travel throughout the Central Alberta.

The successful candidate will be legally eligible to work in Canada. International applications will not be accepted.

If you think you're a strong candidate for this role, please visit the Town of Olds website at www.olds.ca/careers to view a detailed description of the position. This is a contracted position with a two-year term in the amount of \$80,000 per year. Interested parties are invited to send a cover letter and résumé to hr@olds.ca with subject line Digital Services Specialist. The application process closes Tuesday, April 2nd at 8:30 am.

We thank all applicants for considering this exciting opportunity. We advise that only those candidates selected for interview will be contacted.

We are committed to attracting, engaging, and developing a diverse and inclusive workforce. As well, your privacy is important to us – please rest assured that all applications will remain confidential at all times. We do not retain candidate profiles or resumes.

****All information provided is collected in compliance with section 33 (c) of the Freedom of Information and Protection of Privacy (FOIP) Act.***