



JOB DESCRIPTION

POSITION:	Communications Specialist (Website)
EFFECTIVE DATE:	April 17, 2026
DEPARTMENT:	Communications
REPORTS TO:	Communications Manager
DIRECT REPORTS:	None

JOB SUMMARY

The UNA Communications Specialist is responsible for the day-to-day management and continuous improvement of the UNA website, ensuring it is accurate, accessible, and user-focused. Reporting to the Communications Manager, this role combines content management, analytics, and user experience to enhance how residents access information and engage with the organization. The position also supports broader communications initiatives, contributing to campaigns, projects, and materials aligned with UNA priorities.

OVERALL GOALS FOR THE POSITION

1. Ensure the website is accurate, accessible, and user-centered, while continuously improving performance, navigation, and discoverability through analytics and SEO.
2. Coordinate and contribute to communications plans, campaigns, and materials that align with UNA priorities and enhance community awareness and participation.
3. Leverage analytics, user behaviour, and feedback to guide decisions, improve engagement, and support organizational priorities.

ROLES, RESPONSIBILITIES AND EXPECTATIONS

Website Management

1. Manages day-to-day web updates and website integrations, ensuring accuracy, consistency, and alignment with brand standards.
2. Designs user-friendly landing pages and restructures website information architecture based on analytics, usability testing, and stakeholder feedback.
3. Improves site search engine optimization (SEO) to increase visibility and audience engagement.
4. Monitors web performance to inform content strategies.
5. Writes, edits, and proofreads copy for websites, ensuring accuracy, consistency, and alignment with brand standards.
6. Leads the UNA's web accessibility and inclusive communications initiatives to improve digital accessibility and user experience across online platforms.
7. Liaises with UBC staff and other partners for accurate and timely website updates.
8. Serves as the in-house liaison for third-party web design agencies, translating the UNA's requirements into actionable briefs, managing the approval process, and ensuring that website projects are delivered on time.

General Communications

1. Coordinates project timelines, liaising with stakeholders and internal team members to deliver projects on time.
2. Develops and supports the creation of digital and print materials for web, social media, recreation programs, community events, print publications and promotional materials.
3. Provides communications support for the organization's events, meetings, and elections.
4. Participates in departmental strategic planning to improve communications initiatives and goals.
5. Manages special projects and other duties as assigned.

SKILLS, QUALIFICATIONS AND EXPERIENCE REQUIRED

Education requirements:

- Bachelor's Degree in Communications, Marketing, Journalism or a related field

Experience requirements:

- Must have a minimum of five years of experience in a marketing or communications role
- Experience working in a non-profit or municipal setting would be an asset

Technical knowledge, skills & abilities requirements:

- High proficiency in the following is required:
 - Content management systems
 - SEO tools
 - Google Analytics
 - Microsoft 365
 - Adobe Creative Suite
- Strong copywriting and editing skills, with the ability to adapt information into effective web copy.
- Experience with digital analytics and turning data into actionable recommendations.
- Knowledge in marketing recreation, leisure and cultural programs and services would be an asset
- Knowledge of current community challenges and opportunities relating to mission of the UNA would be an asset

Soft skill requirements:

- Attention to Detail – organized and meticulous in ensuring that final outputs are error-free
- Communicate Effectively – Demonstrate excellent verbal and written communication skills.
- Think Strategically – Assess options and actions based on trends and conditions in the environment, and the vision and values of the UNA.
- Foster Teamwork – Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance effectiveness.
- Organize – Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information and activities.
- Creativity/Innovation – Develop new and unique ways to improve operations of the UNA and to create new opportunities.
- Solve Problems – Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.
- Focus on Community Needs – Anticipate, understand, and respond to the needs of internal and external members and residents to meet or exceed their expectations within the UNA parameters.
- Adaptability – Demonstrate flexibility, versatility and tolerance in a changing work environment while maintaining effectiveness and efficiency.
- Discretion – Understand and demonstrate ethical behaviour and business practices.