The **Royal BC Museum** sits on the Traditional Territory of the Lekwungen (Songhees) and Xwsepsum (Esquimalt) Peoples. The museum and archives explore the province's human history and natural history, advances new knowledge and understanding of BC, and provides a dynamic forum for discussion and a place for reflection. The Royal BC Museum celebrates culture and history, telling the stories of BC in ways that enlighten, stimulate and inspire. The museum is a hub of community connections in BC.

ROYAL BC MUSEUM

TEMPORARY OPPORTUNITY

Term: January 2, 2019 – June 30, 2019

Web and E-Commerce Specialist

Salary: $1,987.22 – $2,256.61 bi-weekly

Royal British Columbia Museum

The Royal BC Museum and Archives is one of Canada's greatest cultural treasures. Our collections, research and presentations enable us to tell the stories of BC in ways that enlighten, stimulate and inspire. By exploring our human history and natural history, the Royal BC Museum advances new knowledge and understanding of BC, and provides for a dynamic forum for discussion and a place for reflection.

We have more than seven million objects and specimens and millions of significant government documents and records; substantial photographic, audio and video collections; artworks; and an extensive library of publications. Through research and learning, we strive to broaden understanding about our province and inspire curiosity and wonder. We are passionate about sharing British Columbia's stories with the millions of visitors who walk through our doors, explore our website and engage with us on social media channels each year.

Under the direction of the Digital Manager, this position is responsible for developing and maintaining digital platforms, managing digital and IT projects and developing and implementing e-commerce plans for the Royal BC Museum and Archives that maximizes revenue; and overseeing content creation. As well this position tracks analyses and shares web analytics.

We are looking for someone with a degree or diploma in a related field (e.g., computer sciences, e-commerce, communications, web development) or an equivalent combination of education and experience. The incumbent will have proven experience managing and/or developing digital projects; minimum two years' experience in developing and coordinating digital content, quality control and implementing web services; experience with Adobe Creative Suite; experience working with content management systems. Preference will be given to those with experience with WordPress and Drupal, to add/update content and modules and plugins; experience tracking web analytics using Google Analytics and implementation via Google Tag Manager; experience or understanding of web programming languages including HTML5, CSS, LESS, JavaScript and PHP; and applicants with experience with version control (e.g. GitHub).

This position requires Criminal Records Checks under the BC Public Service Screening Policy and the Criminal Records Review Act and all applicants must be legally entitled to work in Canada (have Canadian citizenship or permanent resident status).

We are accepting applications for this opportunity until **midnight, October 8, 2018.** Please refer to the job description and selection criteria to ensure your application addresses the areas we will be looking at when assessing an applicant's suitability for this opportunity.

Please submit your application to the Human Resources Department quoting Competition RB2018:28 via email to:
humanresources@royalbcmuseum.bc.ca

POSITION DESCRIPTION
Royal BC Museum

POSITION TITLE:	Web and E-Commerce Specialist	POSITION NUMBER(S):	47245
DIVISION:	Archives and Museum Operations		
DEPARTMENT:	Archives, Access and Digital	UNIT	Digital
SUPERVISOR'S TITLE:	Digital Manager	POSITION NUMBER	106894
SUPERVISOR'S CLASSIFICATION:	IS24	PHONE NUMBER:	
FOR AGENCY USE ONLY		NOC CODE:	
APPROVED CLASSIFICATION:	Communications Officer 18	CLASS CODE:	
APPROVED BY:	C. Best, BC-PSA Classification Specialist	PHONE NUMBER:	

ORGANIZATION OVERVIEW

The Royal BC Museum and Archives is one of Canada's greatest cultural treasures. Our collections, research and presentations enable us to tell the stories of BC in ways that enlighten, stimulate and inspire. By exploring our human history and natural history, the Royal BC Museum advances new knowledge and understanding of BC, and provides for a dynamic forum for discussion and a place for reflection.

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DEPARTMENT OVERVIEW

The Digital Department provides online access to the museum and archives collections and research via a corporate website, public collections data search portals, social media properties web-based and on-site digital and related projects. This department also provides and advises on digital analytics.

PURPOSE OF POSITION

Under the direction of the Digital Manager, this position is responsible for developing and maintaining digital platforms, managing digital and IT projects and developing and implementing e-commerce plans for the Royal BC Museum and Archives that maximizes revenue; and overseeing content creation. As well this position tracks analyses and shares web analytics.

SPECIFIC ACCOUNTABILITIES / DELIVERABLES

E-Commerce Specialist

- develop and implement an e-commerce strategy for the Royal BC Museum that maximizes revenue
- work in conjunction with other museum and archives departments including marketing and publishing to grow existing e-commerce initiatives and create new ones
- develop and implement an online publishing strategy utilizing current published content including books, manuals, children's books and research papers to leverage additional purpose-created product
- grow and further develop an existing licencing program for museum and archives images and audio and video files
- create policy and procedure for e-commerce related activities

Web Development

- Develops an overall web strategy and coordinates and controls the construction, production and implementation of the Royal BC Museum's web-based plans and projects:
- reviews the Royal BC Museum's business requirements and strategic priorities to recommend and implement the content and visual design features of static and interactive electronic communications; social media (Facebook, Blog, Youtube and Twitter accounts); web pages for the internet and intranet and other digital projects
- as part of a web team, controls and disseminates specific information that is posted on the external web
- as part of a web team, guides the development of an intranet site, and assists with the posting of internal information (this function is decentralized in this organization)
- coordinates, assists and trains internal web content administrators
- integrates web services with the annual strategic plan and business objectives
- writes and implements web communication and policies and standards
- creates written copy, audio and video content for digital projects and social media
- prepares plans (i.e. budget requirements, design criteria and schedules) to implement ministry web projects for intranet or internet, for approval by the Digital Manager, Head of New Archives & Digital Preservation and Executive
- initiates and leads projects to develop the content and visual design features of web pages for intranet or internet sites accessible by staff, volunteers and the public
- identifies opportunities to use the web to enhance and support programs and develops specific strategies to promote the use of the website by key audiences and stakeholders
- works with program areas to understand program implementations requiring web documents and coordinates and ensures timely web site posting of key documents as required
- leads quality assurance post-reviews of web sites to ensure communications, visuals, and content requirements have actually met the needs of staff, volunteers and the public
- works directly for the Digital Manager to ensure web projects are technologically efficient and accessible and appropriately implemented
- liaises with IT staff for establishment of standards for technological support for web services
- researches new and emerging methods of communicating to audiences including new web and social media products and smart phone and tablet applications

- Produces and implements e-communication policies, guidelines, procedures and standards:
- develops, updates and implements web guidelines and standards related to visual standards and written communications, and reads, edits and proofs and posts web materials as assigned
- ensures all materials for web sites have been approved prior to release
- identifies content and design criteria, and recommends visual and written features to the Digital Manager to ensure usability by internal and external stakeholders
- keeps the Royal BC Museum and stakeholders informed on web development, digital projects, trends and changes
- ensures web projects and content complies with Royal BC Museum policies and standards and escalates issues related to non-compliance of web policies and standards to the Digital Manager
- monitors and analyzes web data and traffic to refine site content, design, and navigation
- analyzes usage reports and prepares summary reports for Internet and intranet

- Coordinates financial and administrative activities for web projects and sites:
- leads and provides training and advice on e-communications to staff involved in the design and development of web sites
- consults with Manager, Information Services regarding web site access and privacy issues, and recommends use of protected sites where necessary
- responds to inquiries from Executive, management, staff, volunteers and the public on issues such as web formats, contents and access
- monitors and approves external links to web sites, and monitors and reports on inappropriate use of web sites by staff or attempts at access by unauthorized users

Managing web content:

- ensures strategic site mapping is maintained to maximize the website's use as a strategic communications vehicle
- ensures content has gone through appropriate approvals
- edits new material developed by program areas for plain language, professionalism, readability and conformity to Royal BC Museum standards
- drafts, formats and prepares content for posting as assigned
- works with web authors responsible for developing branch web content, ensuring adequate support and guidelines in maintaining Royal BC Museum web standards and guidelines
- manages content, formats and distributes Royal BC Museum e-newsletters

Implement web technologies using Royal BC Museum's content management system, other third party products or from scratch

- modifying and creating web components within the content management system
- troubleshoot the web content management system
- implement new web technologies (e.g., online store, intranet)
- research pertinent new web and social media technologies and present results to key stakeholders
- develop and implement smart phone applications

Create Web and Social Media content

- modifying and creating web components within the content management system
- create social media content for the Royal BC Museum's social media properties (Facebook, Youtube, Blog and Twitter)
- create website content for the Royal BC Museum website including text, graphics and video
- manage content and distribute e-newsletters
- monitor and participate in social media and web conversations
- work with the Digital Manager and Communication staff to create and implement web and social media communications plans
- identify appropriate programs and/or campaigns for the application of social media and online marketing techniques to increase visibility, visitation and web traffic

FINANCIAL RESPONSIBILITY

Costing out projects (hard and soft costs) and providing estimates as needed.
Responsibility to administer and manage service contracts related to the intranet, internet and other related projects. Signs for goods and services received

DIRECT SUPERVISION (i.e., responsibility for signing the employee appraisal form)

Role	# of Regular FTE's	# of Auxiliary FTE's
Directly supervises staff	0	0
Supervises staff through subordinate supervisors	0	0

PROJECT /TEAM LEADERSHIP OR TRAINING (Check the appropriate boxes)

Role	# of FTE's	Role	# of FTE's
Supervises students or volunteers ☒		Provides formal training to other staff ☒	5+
Lead project teams ☒		Assigns, monitors and examines the work of staff ☐	

TOOLS / EQUIPMENT

PC environment software: Word, Outlook, Power point, Excel, Adobe Creative Suite.
Web tools: Slack, Trello

Web Programming Languages: HTML5, CSS, JavaScript and PHP. Content Management Systems: Drupal, Wordpress

WORKING CONDITIONS

The Royal BC Museum is open every day of the year, except Christmas Day and New Year's Day. As a result, work schedules vary for every department. The majority of union employees are on a "flexible schedule" where employees schedule their work based on operational requirements for a total of 70 hours each bi-

weekly period at no more than 10 hours per day.

INCUMBENT

NAME:	DATE:	I have read and understand this job description

EXCLUDED MANAGER AUTHORIZATION

I confirm that:

1. the accountabilities / deliverables were assigned to this position effective: August 18, 2014.
2. the information in this position description reflects the actual work performed.
3. a copy has / will be provided to the incumbent(s).

NAME: David Alexander	SIGNATURE:	DATE:

SELECTION CRITERIA

Candidates are initially assessed on the Education and Experience criteria. Those who meet these criteria will be invited to demonstrate their skills, abilities and behavioural competencies through various assessment methods.

Education and Experience

- Degree or diploma in a related field (e.g., computer sciences, e-commerce, communications, web development) or an equivalent combination of education and experience
- Proven experience managing and/or developing digital projects
- Minimum two years' experience in developing and coordinating digital content, quality control and implementing web services
- Prefer experience or understanding of web programming languages including HTML5, CSS, LESS,, JavaScript and PHP.
- Preference given to applicants with experience with version control (e.g. GitHub).
- Experience with Adobe Creative Suite.
- Experience working with content management systems,
- Prefer experience with WordPress and Drupal, to add/update content and modules and plugins.
- Prefer experience tracking web analytics using Google Analytics and implementation via Google Tag Manager.

Knowledge

- Demonstrated knowledge of the value of the web as a communications and marketing tool
- Knowledge of use web analytics to determine and make adjustments to usability of websites
- Understands the role of the e-commerce project within the wider museum and archives context
- Knowledge of commonly applied web standards

Abilities/Skills

- Proven ability to coordinate multiple projects within tight timeframes
- Proven ability to write to plain language standards for a general audience
- Superior editing, and proof-reading skills, particularly web content
- Ability to communicate ideas/concepts visually
- Ability to work independently, often on own initiative
- Ability to function effectively in a team environment
- Ability to set and manage deadlines
- Ability to accurately report on and evaluate projects and tie work back to department and organization priorities
- Ability to use web analytics
- Proven ability to complete detail-oriented work accurately

BEHAVIOURAL COMPETENCIES

- Teamwork & Cooperation
- Results Orientation
- Service Orientation