



Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Link's Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

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Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/04/25

Principal, Web Content Writer (Position Can Be Located Anywhere In Canada)

Job ID	0E-FA-5E-58-CB-3C	
Web Address	https://careers.indigenous.link/viewjob?jobname=0E-FA-5E-58-CB-3C	
Company	Canada Mortgage And Housing Corporation (CMHC)	
Location	Various Locations, Across Canada	
Date Posted	From: 2019-08-12	To: 2019-09-11
Job	Type: Full-time	Category: Creative Media and Writers
Languages	English Essential	

Description

Sector: People and Strategy

Language Designation: English Essential

Language Skill Levels (Read/Write/Speak): ZZZ

Salary Range: \$74852.60 to \$93565.75

Position Status: Temporary Full Time

Weâ€™re not your typical government agency

Canada Mortgage and Housing Corporation (CMHC) exists for a single reason: to make housing affordable for everyone in Canada. Weâ€™re mobilizing the expertise and energy of governments, non-profits, lenders, developers, social entrepreneurs and co-ops to create the future of housing. At CMHC, we believe that everyone in Canada should have a place to call home.

Experience a Results-Only Work Environmentâ„¢ (ROWEâ„¢)

At CMHC, we trust you to get the job done. Weâ€™ve shifted from managing people to managing work. Each employee is 100% autonomous and 100% accountable. You can choose where you need to be and when you need to be there to meet your objectives. Youâ€™re in control of your time and are trusted to make the right decisions.

About the role

Weâ€™re constantly evolving to build an inclusive housing system through research, design, innovation and partnerships. We are seeking a savvy wordsmith to join our content marketing team. Candidates must have a knack and love for writing/editing, a comprehensive understanding of the housing industry, and experience producing content that will expand our digital footprint, awareness, subscribers, and leads. This role requires a high level of creativity, attention to detail, and project management skills. This role will help us, make housing affordable for everyone in Canada.

The intent of this posting is to identify qualified candidates for this position as well as future permanent and contract positions.

What you will need

* A passion and strong understanding of the industry and our business' mission.

* BA/BS degree in Digital Marketing, Journalism or Communications or equivalent work experience. Or, in a related discipline with a minimum of 5 years of relevant work experience (web writing/creation); or equivalent qualifications obtained through at least 8 years of success in related positions of increasing responsibility.

* Exceptional writing and editing skills, as well as the ability to adopt the style, tone, and voice of our business' various types of content.

* Demonstrated experience writing and editing digital content, particularly taking complex and diversified issues to transform them into plain language.

* Demonstrated experience providing strategic advice, guidance, information, intelligence and expertise to web team and clients.

* Excellent communicator and creative thinker, with an ability to use data to inform all decisions.

* Excellent organizational skills to work independently and manage projects with many moving parts.

* Proficiency in web analytics software, keyword tools as well as experience with data-driven SEO analysis, ranking and optimization.

* Bonus experience and skills include HTML, Google Analytics, Adobe Creative Suite, demand generation, inbound marketing, and blogging.

* Demonstrated experience planning, developing and implementing standards and guidelines related to appropriate web content production.

What you will be doing

* Collaborating with designers, product/program marketers, client solutions representatives, researchers as well as external influencers and industry experts to produce relevant content that meets the needs of our key audiences.

* Creating rich content on a variety of topics that attracts a qualified audience to our information, programs and solutions (including articles, blog posts, whitepapers, ebooks, reports, webinars, infographics, etc.).

* Optimizing our lead nurturing process by converting site traffic through calls-to-action, landing pages, and lead generation content.

* Creating shareable content to spread our brand voice through various channels in a consistent manner.

* Growing our subscriber base by providing them with regular, helpful content thatâ€™s aligned with their needs and interests.

* Optimizing content for search engines and lead generation while tracking, measuring and analyzing initiatives to report on content ROI.

* Providing feedback to other contributors, and editing other writersâ€™ content.

* Providing strategic advice, guidance, information, intelligence and expertise to to identify web-based content opportunities to help meet business objectives.

* Monitoring emerging trends in online content development and apply relevant trends to web content writing/editing while sharing learning with team members.

* Planning, developing and implementing standards and guidelines related to appropriate web content production so that web content follows a consistent voice, style, format, and brand guidelines.

* Developing web writing guidelines and writing/editing associated web content governance documents such as the Web Accessibility Standard, Web

Usability Standard, etc. and other tools for business lines who are the subject matter experts for web content.

How to Apply

Does this sound like you

Click the "apply now" button and create an account (it should take about 30 seconds). We're excited to hear from you!

Posting closing date: (Note, the competition may remain active until filled).

Job Requisition ID: 3896

Primary Location: Ottawa, Ontario

Other Location(s): Halifax, Montreal, Toronto, Calgary and Vancouver

Security Requirement: Reliability Status

Travel Requirement: Travel not required

We sincerely thank all candidates for their interest, however, please note that only those applicants selected for further consideration will be contacted.

Diversity

CMHC is an employer that values diversity and encourages the learning and use of both Canada's official languages. CMHC is committed to employment equity and actively encourages application from women, Indigenous people, persons with disabilities and visible minorities

*If selected for an interview or testing, please advise us if you require an accommodation.