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Anglophone North School District invites applications for the following position

Digital Content Writer

1-year term position with the possibility of extension

COMPETITION # 25-277

Description:

Under the direction of the director of Communications, this employee is responsible for writing, editing, planning and maintaining content for ASD-N's digital communications properties, including (but not limited to) the district website and social media channels.

This employee is also responsible for supporting the 29 schools within the district and consulting with school administration to edit and produce content in accordance with ASD-N guidelines and processes.

As a member of the ASD-N Communications team, this position understands and supports the district's overall communication strategy and participates in developing and implementing goals through the lens of digital communications.

This position involves travel around the district, as assignments may require.

Responsibilities include, but are not limited to:

- Develops, updates, and maintains website information per ASD-N web guidelines, processes and industry best practices
- Uses publishing software (WordPress, Adobe Creative Suite, and Microsoft applications) to write, edit and publish content.
- Provides guidance and training for district and school staff to develop and publish their own web and digital content.
- Ensures consistency and accuracy of information on websites by analyzing, organizing, and restructuring information when necessary, reviewing content for logic, ensuring appropriate tone for the audience, and rewriting or eliminating redundancy and wordiness.

- Writes content in accordance with WCAG 2.0 standards for web accessibility.
- Optimizes content for search traffic and rankings.
- Develops and maintains a web editorial standards document.
- Creates and utilizes an editorial calendar to organize relevant and timely messaging for multiple digital communication channels.
- Participates in building and maintaining ASD-N content by way of social media channels.
- Writes, edits, and publishes regular e-newsletters.
- Updates and maintains relevant communications on the district SharePoint site.
- Leads photography and image production, building assets for use in digital communications.
- Adheres to district policy and the *Right to Information and Protection of Privacy Act* (RTIPPA) when dealing with any content or information meant to be published.
- Analyzes ongoing communications needs and uses data to recommend evidence-based enhancements to ASD- N's digital communications practices.
- all other duties as assigned

Qualifications:

University degree in Communications, Marketing, Journalism, or related, supplemented by a minimum of three (3) years of related work experience as a digital content writer/ editor or web publisher, authoring and managing content in various digital communications channels. Demonstrated experience and knowledge of WordPress and its applications.

A two-year college diploma and a minimum of (5) years of related work experience will be considered equivalent.

Skills, knowledge, or abilities related to the job:

- Advanced writing skills and the ability to efficiently generate content which delivers value to various audiences.
- Advanced knowledge in SharePoint.
- Experience with web markup languages like HTML/CSS.
- Experience with Adobe Creative Suite, including Photoshop and InDesign, is considered an asset.
- Proficient with Microsoft Office products.
- Experience using a variety of popular social media channels and technologies to build online communities and positive audience engagement.
- Strong interpersonal communication skills and the ability to problem-solve quickly and creatively.
- Ability to work independently and as part of a professional team.
- Excellent time management and organizational skills and the ability to work under pressure

on multiple projects and to tight deadlines.

- Ability to communicate results to management.
- Ability to deal courteously and tactfully with others.
- Ability to facilitate training and coaching.

Salary: Pay Band 3 SBO (\$53,196 – \$73,398 annually) minimum of 36.25 hours/week.

Testing to determine the skill ability and competencies required for this position may be administered.

Date of Posting: September 4, 2025

Closing Date: September 18, 2025, at 12:00 pm (noon)

Apply To: All Applications must be submitted through Apply to Education

Links can be found on ASD-N Human Resources for Apply to Education under each

Posting. **Posting can also be found on our website: www.asd-n.nbed.nb.ca**

This is an open competition; however, in accordance with Public Service Alliance of Canada Union Collective Agreement, should unionized employees under this bargaining group apply, employees shall be selected based on skill, ability, competence and qualifications. Where skill, qualifications and ability are relatively equal amongst union applicants, the vacancy will be filled based on seniority. If there are no union applicants, the position will be filled from qualified applicants for these competitions.

"It is noted that the timeframe identified above does not constitute a guarantee. The term of your assignment may be shortened or extended depending upon circumstances". Staffing for this position will comply with the terms of the collective agreement. Should a breach in process be brought to our attention following the appointment, it will be reviewed in conjunction with the union. If it is found that the original appointment made was in breach of the collective agreement, the employer shall rescind the employment offer.