

Website Writer & Content Specialist

Full-time Permanent Position

POSITION OVERVIEW

The Website Writer and Content Specialist is responsible for writing, curating, and optimizing content for FP Canada's websites to ensure they are informative, engaging, and are aligned with FP Canada's mandate of advancing the financial planning profession in Canada. They will simplify complex financial planning topics into clear, user-friendly language suitable for various audiences.

They collaborate closely with colleagues across the organization to write compelling and action-oriented content that meets the needs of FP Canada's diverse audiences, including current and future financial planners, consumers, industry partners, education providers and more. The specialist leverages analytics tools to assess the performance of web content and makes data-driven recommendations for improvement and optimizes web content for SEO to increase visibility and improve search engine rankings.

The Specialist reports into the Manager, Digital Experience and has an informal dotted line to the Manager, Communications who is FP Canada's chief storyteller.

Key Responsibilities

In this role, you will:

CONTENT STRATEGY AND PLANNING

- Lead the development and execution of FP Canada's website long-term content strategy, focusing on driving engagement and supporting key organizational goals.
 - Collaborate with marketing and communications team members to integrate content strategy with various editorial plans including that for FP Canada's Media Ambassadors.
 - Oversee an annual content calendar, coordinating routine content updates and key revisions aligned with critical business cycles and milestones.
- Collaborate with colleagues across the organization to create content calendars and prioritize content production based on business needs and seasonal trends.
- Conduct audience research and analyze web analytics to inform content decisions and improve user experience.
- Stay up to date with emerging digital content trends, tools, and technologies to continuously improve FP Canada's digital presence.

WEBSITE CONTENT CREATION AND MANAGEMENT

- Develop and write engaging content for FP Canada’s websites including fpcanada.ca, financialplanningforcanadians.ca and fintellectinitiative.ca.
- Work with subject matter experts and cross-functional teams to translate complex financial planning topics into clear, user-friendly language suitable for various audiences.
- Ensure all web content is aligned with FP Canada's mission, vision, and brand voice.
- Use analytics tools to assess the performance of web content and make data-driven recommendations for improvement.
- Regularly update and refresh existing website content to keep it relevant, accurate, and engaging.
- Optimize web content for SEO to increase visibility and improve search engine rankings.
- Partner with Digital Experience Specialist to conduct A/B testing and user feedback surveys to continuously improve website content.
- Ensure web content is compliant with industry regulations, accessibility standards, and best practices.
- Optimize web content structure for AODA compliance, including consistent HTML elements, alt tags, content hierarchy.

WEBSITE GOVERNANCE AND QUALITY ASSURANCE

- Ensure that all website content is consistent in style, tone, and messaging across all pages.
- Ensure timely and accurate publishing of content. Act as final reviewer before content is published via the Content Management System (SiteFinity).
- Implement a robust process for content approval, review, and updates.
- Perform quality checks to ensure content is free from errors, and that links, images, and videos are functioning properly.

Required Qualifications

The ideal candidate will have the following skills and experience:

- University degree or College diploma in marketing, communications, journalism, digital media or a related field.
- Minimum 3-5 years’ experience in web content creation, digital marketing or communications, preferably in the financial services or professional associations sector.
- Exceptional writing, editing and proofreading skills, with a proven ability to produce clear, compelling and accurate content.
- Familiarity with web content management systems (CMS) such as SiteFinity, SquareSpace, or similar platforms.
- Ability to analyze website and content performance metrics to make informed decisions.
- Demonstrated ability to apply SEO best practices to web content.
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint), Adobe Creative Cloud and Canva.
- Knowledge of accessibility standards and web best practices (WCAG).
- Some creative design skills.

Competencies and Attributes

The ideal candidate will have the following skills and experience:

- Ability to think strategically and align content creation with broader organizational goals.
- Ability to prioritize tasks effectively and manage multiple projects simultaneously.
- Strong problem-solving skills and a proactive attitude towards overcoming content challenges.
- Excellent time management and organizational skills with the ability to handle multiple tasks and deadlines.
- Strong relationship building skills. Ability to work collaboratively across all areas within the organization. Experience partnering with IT and PMO teams.
- Willingness to adapt to changing technologies, market trends, and organizational needs.
- Ability to communicate complex concepts to diverse audiences in an accessible and engaging way.

ABOUT FP CANADA

Established in 1995, FP Canada is a national not-for-profit education, certification and professional oversight organization working in the public interest. FP Canada is dedicated to championing better financial wellness for all Canadians by leading the advancement of professional financial planning in Canada. Learn more at FPCanada.ca.

WORKING WITH FP CANADA

We're [FP Canada](https://FPCanada.ca), a team of passionate and progressive professionals. FP Canada employs over 55 people, and our office is located in downtown Toronto. This is a full-time permanent position working 5 days per week, during core business hours, with some flexibility required. We offer a hybrid-work model, requiring at a minimum, two days a week (40%) on average, of employees' time be spent in the office.

We are committed to wellness and a healthy work environment for our employees. You will earn a highly competitive annual salary, generous paid vacation and personal time, and you will enjoy our comprehensive employee benefits, RRSP matching program, professional development opportunities, flexible work arrangements and regular social events.

We are service-oriented, principled, and driven to make a societal impact, and we strive for and demand excellence, integrity, and respect from each other as well as our external stakeholders. We value collaboration and flexibility, and together have created a collegial and positive work environment.

Our Commitment to Inclusion and Diversity

FP Canada values inclusion and diversity, and different perspectives and experiences; and we are committed to working towards an inclusive and diverse organization, reflective of Canada's population. We encourage candidates who identify in traditionally underrepresented communities (women, racialized persons, indigenous persons, LGBTQ2S+ and persons with disabilities) to apply.

Our Commitment to Accessibility

FP Canada is committed to ensuring equal access and participation for people with disabilities in accordance with the *Ontario Human Rights Code (OHRC)* and the *Accessibility for Ontarians with Disabilities Act (AODA)*. FP Canada will provide accommodation on request throughout the recruitment,

selection and/or assessment process for applicants with disabilities. If you require accommodation, please inform our Human Resources Department at careers@fpcanada.ca.

SALARY

\$70,000 - \$80,000 depending on experience.

HOW TO APPLY

To apply, please submit your application to careers@fpcanada.ca and note the position title in the subject line. Applications will be accepted until January 27, 2025.

We wish to thank all applicants for their interest and advise that only those selected for an interview will be contacted.