Department of Leisure, Family and Recreation
Recreation Department Position Guide

TITLE: Content Creator (Internship)

JOB SUMMARY

Under direct supervision of the Recreation Supervisor, we are searching for a driven, detail-oriented content creator to produce high-quality outputs for our Your Voice Matters webpage. The content creator will update existing material, generate novel work, and identify new ways to reach consumers.

ESSENTIAL JOB FUNCTIONS

- Creating content which will catch maximum customer interest
- Writing and reviewing content for website, social media pages and public communications
- Optimize Search Engine Optimization driven content and increase the site traffic
- Measuring and monitoring website and social media traffic statistics
- Monitor the increase in traffic due to new content and take actions accordingly to improve the traffic metrics
- Brainstorming and suggesting new ways to improve the traffic by tapping into new platforms and channels
- Maintain consistency in content and ensure alignment with the brand
- Identify customers needs in relation to the department and write content to cater those needs
- Update the website, social media and content pages periodically
- Conducting research on the key SEO terms and incorporating them into the content to achieve maximum viewership

JOB QUALIFICATIONS

- Bachelor's degree or working towards a degree in English, marketing, or a similar field.
- Experience creating strong, engaging content.
- An understanding of SEO best practices.
- Demonstrated excellence in writing, proofreading, and editing.
- Excellent research, organizational, and time management skills.
- Strong listening and communication skills.
- The capacity to work independently and collaboratively.
- Ability to work efficiently without compromising quality or accuracy.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is frequently required to walk, stand, sit and talk or hear.
- The employee is occasionally required to use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms.
- The employee is occasionally required to climb or balance; stoop, kneel, crouch, or crawl.
- The employee must frequently lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee occasionally works near moving mechanical parts, pool mechanical systems.
- The employee occasionally is exposed to wet and dry weather conditions.

(The above description is illustrative. It is not intended as a guide for personnel actions and must not be taken as a complete itemizing of all facets of any job)