

The City of Pickering is committed to creating an equitable, diverse and inclusive workplace and strives to foster a sense of belonging, empowerment and respect among all employees and community members. We recognize and value that diverse perspectives, skills, backgrounds, and lived experiences contribute to the growth and strength of our organization and community. As such, we welcome and encourage applications from Indigenous Peoples and equity-deserving communities including women, persons with disabilities, racialized persons, persons who identify as 2SLGBTQI+, and other diverse communities.

## Web and Digital Services Specialist

<b>Department:</b>	Office of the CAO
<b>Classification:</b>	1 Full-time, Permanent
<b>Affiliation:</b>	CUPE Local 129
<b>Vacancy Reason:</b>	Existing
<b>Shift/Hours:</b>	Monday – Friday, 35 hours per week
<b>Salary Range:</b>	\$40.16/hr. to \$44.62/hr.
<b>Work Location:</b>	City Hall, One the Esplanade South, Pickering, ON (Hybrid Remote)
<b>Date Posted:</b>	Tuesday January 6, 2026
<b>Deadline to Apply:</b>	Tuesday January 27, 2026 by 12:00 noon

### Job Summary

The City of Pickering is seeking a dedicated and motivated individual to join our team in the role of Web and Digital Services Specialist.

The successful incumbent leads the strategic direction, oversight, and optimization of the City's corporate website and affiliated digital spaces, focusing on user experience, accessibility, and digital service excellence. Acting as the subject matter expert in web governance, content optimization, and user-centric digital communications, the incumbent ensures digital properties support corporate objectives and reflect the City's evolving priorities into digital transformation efforts.

### Primary Responsibilities

- Oversees the corporate website, managing the functionality and usability, including the Content Management System (CMS) and its associate modules.
- Provides guidance to staff project managers, ensuring corporate brand and user experience compliance for new microsite or digital presence requests, supporting a consistent and engaging user experience across all public facing web-related platforms.
- Acts as the primary liaison with the City's external web host, managing the vendor relationship, coordinating technical support, and overseeing the annual hosting agreement.
- Reviews and publishes content updates submitted by internal teams while upholding editorial standards and web governance protocols.
- Leads the development and implementation of content standards, templates, and workflows.
- Maintains and updates the City's external-facing digital platforms (e.g. Google Business Profiles, online review platforms, Wikipedia entries).
- Monitors and coordinates responses to third-party digital content to ensure accuracy and consistency with City messaging.
- Ensures the corporate website is consistent with the corporate vision and writing guide and maintains current provincial accessibility requirements.
- Coordinates the timely delivery of technical support when needed and within available budget allocations.
- Ensures all corporate digital touchpoints are current, credible, and reflect the City's vision and values.

Additional secondary responsibilities may apply and will be outlined in the Job Description, which will be provided to candidates selected for an interview.

### Education and Experience

- Post-secondary diploma in web communications/design, digital marketing, computer science or a related field.
- Five years of experience overseeing large, public-facing websites, ideally in the public sector.

### **Knowledge, Skills and Abilities**

- Strong understanding of content management systems (e.g. GHD Digital or comparable platforms), user experience design, and web accessibility standards.
- Demonstrated proficiency with Google Analytics, GA4, SEO tools, and best practices for writing for the web.
- Familiarity with online reputation management platforms and Google Business tools.
- Demonstrated experience in training and leading cross-functional teams in content governance.
- Strategic thinker with an analytical mindset.
- Exceptional writing and editing skills, especially for web and plain language content.
- Highly organized and proactive, with a collaborative and service-oriented approach.
- Confident communicator able to influence and guide digital decisions across departments.
- Demonstrated ability to manage competing priorities and deliver quality work under deadlines.
- Ability to research and make technology recommendations relevant to the website
- Must be prepared to undergo a Criminal Background Check/Vulnerable Sector Screening as a condition of employment.

Compensation also includes the ability to work a hybrid remote schedule, a comprehensive benefits package, and an OMERS pension plan.

Qualified candidates may complete an **online application form** where you will be required to upload your resume and cover letter (PDFs only). We thank all applicants for their interest, however, only those selected for an interview will be contacted. In accordance with the *Municipal Freedom of Information and Protection of Privacy Act*, personal information is collected under the authority of the *Municipal Act* and is used for the purpose of candidate selection.

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The City of Pickering is committed to inclusive and barrier-free employment practices, and to creating a workplace that reflects and supports the diversity of the community we serve. Accommodations are available throughout the recruitment process in accordance with the *Accessibility for Ontarians with Disabilities Act*. Accessible formats and supports can be requested. For assistance, please contact the Human Resources Department at 905.420.4627 or [hr@pickering.ca](mailto:hr@pickering.ca).

**Pickering: A complete, world-class city... inclusive, connected, caring and prosperous.**

