



The Institute of Corporate Directors (ICD) is presently seeking candidates for the following position: **Digital Content Lead**

Term: Permanent

Location: Toronto, ON

ABOUT THE INSTITUTE OF CORPORATE DIRECTORS (ICD)

Established in 1981, the Institute of Corporate Directors (ICD) is a not-for-profit, member-based organization representing Canadian directors and boards across the for-profit, not-for-profit and Crown sectors.

As Canada's largest director community, the ICD creates forums for dialogue, hosts networking opportunities and provides access to world-class resources for more than 17,300 members across a network of 11 Chapters. Members who successfully complete the ICD-Rotman Director Education Program (DEP) and ICD-led examination process earn the highly recognized ICD.D designation.

ICD members provide board oversight across all sectors of the economy and institutions that impact the lives of virtually every Canadian. Learn more at icd.ca.

ROLE DESCRIPTION

The Institute of Corporate Directors (ICD) is seeking a Digital Content Lead to contribute to the organization's success by managing and overseeing the quality of the ICD website and user experience.

Reporting to the Director, Communications, this role is responsible for the overall website content management and optimization, including implementing SEO best practices and maintaining the integrity and timeliness of information provided to members and visitors.

Principle accountabilities for this role are:

- Day-to-day planning, monitoring, and implementing of content to ensure consistency and timely inputs to the website.
- Author member- and public-facing web content, following detailed design and copy standards and managing version controls for updates.
- Content optimization to support business goals and KPIs.
- Collaboration with internal stakeholders and external agency partners relating to website development and identifying opportunities for content integration and amplification across channels.



- Oversight and developed expertise in the ICD Content Management System (CMS) and its capabilities.
- Perform regular website maintenance to ensure functionality and efficiency.
- Identify and resolve issues related to website performance and user experience.
- Acting as a contributor to the ICD content strategy, including standardization, personalization, and implementation.

This role requires a minimum of three (3) years of experience managing content for complex website properties through a CMS, with a strong preference for experience with Sitecore.

An excellent grasp and experience in website best practices, including user experience design, web navigation, search optimization and accessibility standards compliance (AODA), is essential. Proficiency in HTML, CSS, JavaScript and other website development languages and experience in graphic editing.

Knowledge of marketing and corporate communications best practices, and brand and style guides is a considerable asset. Experience in a digital content writing role where duties included online content (i.e. websites, blogs, etc.) is a considerable asset.

Demonstrating a collaborative work style with a customer service bias, strong project management and communication skills, exceptional problem-solving, and attention to detail are vital to success in this role.

To apply, please send a resume and a cover letter outlining your relevant experiences to humanresources@icd.ca. Posting will remain open until the position is filled.

The ICD is an equal-opportunity employer. Thank you for your interest, but only those selected for an interview will be contacted. Please note that ICD presently works on a hybrid model. As such, candidates will be asked to indicate their availability to work in the ICD downtown Toronto office.

