



Job Title: Digital Website Consultant

Range: \$2793.68 - \$3866.25 semi-monthly

Term: Permanent, full-time position

Location: Regina or Saskatoon (in-office position)

Tourism Saskatchewan is looking for a versatile and forward-thinking Digital Website Consultant. The ideal candidate will be responsible for website design and website content creation across Tourism Saskatchewan's three primary web platforms: the general consumer/leisure website, the Business Hub, and the Fish/Hunt site. This hands-on role collaborates closely with internal digital and content marketing teams to ensure the websites remain effective, current, and strategically aligned with marketing goals. The consultant will also lead the development and implementation of strategies that leverage Sitecore tools such as the Customer Data Platform (CDP), Send, and Personalize to enhance user experience and engagement.

Reporting to the Executive Director of Marketing, the duties of this position are:

- Lead content development and content creation initiatives across all three of Tourism Saskatchewan's websites.
- Collaborate with digital marketing consultants and other departments to ensure each site meets the specific needs of consumer, business, and fish/hunt audiences.
- Implement and optimize features within Sitecore, including CDP, Send, and Personalize, to drive personalized user experiences.
- Stay current on digital technology trends and recommend relevant innovations for Tourism Saskatchewan's web platforms.
- Support continuous improvement of website tools, templates, and workflows for internal users and stakeholders.
- Monitor website analytics and performance metrics to identify opportunities for improvement and report on outcomes.
- Maintain and enhance site architecture, user flow, and technical performance across devices and platforms.
- Develop strategies to increase user engagement and improve site usability.
- Contribute to content planning, production, testing, and implementation within the CMS.

- Ensure website content is structured and tagged to support AI-driven indexing and search, enhancing visibility and discoverability of tourism experiences across digital platforms.
- Recommend and apply SEO best practices and web accessibility standards.
- Troubleshoot and resolve website issues quickly and effectively, in collaboration with internal and external technical teams.
- Assist in quality assurance processes and content governance across all sites.
- Perform other duties incidental to the work described herein.

The knowledge, skills and abilities required for this position are:

- Must possess a post-secondary degree in a field such as web development, digital media, computer science, marketing, or a relevant combination of education and experience.
- Must have proven hands-on experience with Sitecore, website development and CMS platforms.
- Must be proficient in HTML, CSS, JavaScript, and web development best practices.
- Experience implementing and optimizing web personalization and customer data strategies using tools such as Sitecore CDP, Send, and Personalize is required.
- Knowledge of SEO, web analytics (e.g., Google Analytics), and accessibility standards is required.
- Must have demonstrated understanding of AI principles and their application to content marketing and digital strategy.
- Familiarity with responsive design principles and optimizing for performance across devices is required.
- Strong communication skills are required, with the ability to explain technical concepts to non-technical audiences.
- Must have demonstrated ability to collaborate with cross-functional teams to support digital marketing goals.
- Ability to work independently with minimal supervision while maintaining collaboration across departments is required.
- Must be highly organized with the ability to manage multiple projects and deadlines.
- Strong analytical skills and a detail-oriented approach to content and development are required.
- A valid Saskatchewan driver's license is required.
- Some travel with occasional overnight stays may be required.

Please submit your resume by **9:00 a.m. on Tuesday, September 23, 2025**, to:

Joan MacPhail
Executive Director, Human Resources
Tourism Saskatchewan
189-1621 Albert Street
Regina, SK S4P 2S5
careers@tourismsask.com

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- ✓ *Testing may be done to evaluate knowledge, skills and abilities.*
 - ✓ *As per Tourism Saskatchewan's policy, the successful candidate is required to provide a satisfactory criminal record check.*
 - ✓ *The successful candidate may be required to provide proof of acquired education.*