

The Weather Network is Looking for You... Now Hiring People with a Sunny Outlook

Benefits of working for Pelmorex /The Weather Network:

- Named one of Top 50 Best Managed Companies for the 3rd consecutive year
- Working with an innovative team of over 300 employees
- Keeping pace with the growth of technology, we offer unique integration of creativity, science and technology
- Leader in employment equity and diversity
- Dynamic, fast-paced environment, open-door philosophy
- State of the art facilities

Web Content Manager

*Reports to: Director, Web
Oakville, ON*

Description:

This position is focussed on generating consumer loyalty and engagement on Canada's largest news and information web sites: theweathernetwork.com and meteomedia.com. They will ensure we are leaders in telling the weather story online. To accomplish this, the manager will oversee the day-to-day operations of the web sites ensuring that they are up-to-date and highlight the most relevant information. They will shape how our sites look-and-feel and what content is most visible to the consumer.

In addition to the Web Content Producers that report to them, they will coordinate the efforts of centralized production and content teams to publish best-in-class web content. The candidate will work with the web sales team to leverage content in a way that works extremely well for both the consumer and advertiser.

This manager will be measured on customer satisfaction, content awareness, and usage metrics like section traffic, registrations, submissions, page views per visit and time spent.

Responsibilities:

- Create and maintain a web content plan that will drive initiatives and set measurable targets
- Ensure the web sites consistently highlight and cover the most relevant weather information
- Drive maximum levels of engagement and usage through navigation elements, content management and interactive functionality
- Coordinate with sales teams to provide advertisers with integrated advertising opportunities
- Collaborate on the creation of web business plans and strategies
- Manage web producer personnel
- Report on progress against key performance indicators and analyze usage data to identify new opportunities
- Work with IT Operations and the development groups to ensure the site performs well and products operate as intended
- Work with Marketing to promote products and content
- Oversee search engine optimization activities from a content perspective

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Responsibilities and duties may evolve and change over time.

Qualifications:

- minimum of 5 years experience working of content driven web properties with a minimum of 3 years of web management experience
- minimum of 2 years of people management
- experience or education in the areas of journalism or web content production
- extensive experience using web analytics tools (ideally Omniture's Site Catalyst).

Competencies:

- strong leader
- innovative
- metrics driven
- excellent organizational and communication skills
- ability to understand a market and draw strategic insights.
- ability to understand products from a user and business perspective.
- strong critical thinking and problem solving ability.
- on top of the current trends and technologies within the interactive space

Qualified applicants should submit their resume to: *Human Resources*, Fax: 905-829-1332 or *email*: hr@pelmorex.com. Please quote: "**Web Content Manager**". Pelmorex is committed to equity in the workplace. We thank all applicants for their interest, but only those selected for an interview will be contacted