

JOB TITLE: Online Business Manager

DATE:	May, 2011
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REPORTS TO (job title): TBD
GROUP: Information Technology / Communications
POSITION TYPE: 1 Year Contract

PRIMARY PURPOSE:

This role will help establish and lead the transformation to a web 2.0 and unified communications culture by setting the vision and leading the creative direction for defining, developing, implementing, maintaining, leading and promoting an end-to-end online strategy and customer experience.

KEY ACCOUNTABILITIES:

1.	<p>Strategic Overview</p> <ul style="list-style-type: none"> • Define the overall creative vision for CFO Online tools and produce a style guide that is consistent with the overall brand design • Providing strategic and tactical recommendations as to how the Online Channel can enhance business results and help drive effectiveness, efficiency and innovation • Assisting in development of a differentiated, consistent, continually improving customer experience aligned with overall customer service strategy. • Deep knowledge of Internet strategies/interactive marketing, channels, design, UI development, ad-serving technologies, processes & best practices.
2.	<p>Online Development</p> <ul style="list-style-type: none"> • Design, creates and champions all online interfaces • Creates new systems working with basic application designs and specifications, utilizing standard procedures and techniques • Lead and coordinate activities of application development • Lead creative team(s) in becoming subject matter experts in online design and user experience
3.	<p>Online Maintenance</p> <ul style="list-style-type: none"> • Define a flexible, full cycle design process that encourages collaboration with key all stakeholders • Ensuring risk issues are identified, mitigated and reported per enterprise policy/guidelines and ensure appropriate escalation processes are followed • Ensuring that online business operations are in compliance with applicable internal and external requirements. • Develop a maintenance process to ensure up-to-date and current information
4.	<p>Content Management</p> <ul style="list-style-type: none"> • Write web and portal content for Corporate Communications as assigned • Edit and oversee daily content and news production and coordinate activities with the rest of the Corporate Communications team • Act as an advisor to department content creators and administrators, giving direction and supporting process of keeping website(s) current • Perform the function of managing editor or gatekeeper for content published on public portal page • Collaborate to establish a shared elements library for digital assets used on all websites and in web applications, with an established file structure and naming convention • Create a Corporate Communications digital and media asset library
5.	<p>System Ownership</p> <ul style="list-style-type: none"> • Champions online methodology of doing business • Work with other Team Leads in delivering industry-leading experience online • Represents the business within the online channel by translating business strategies into measurable goals and initiatives. • Lead the process of maintaining channel priority matrices to ensure that enhancements are properly tracked and prioritized for inclusion in the strategy. Provide leadership and support for all online activities • Lend web expertise to overall web experience • Review and analyze feedback and site metrics on an ongoing basis, taking action where appropriate to drive usage and enhance content
6.	<p>Leadership</p> <ul style="list-style-type: none"> • Provides leadership and guidance as necessary to staff and external partners • Recruits necessary resources/people to achieve deliverables • Manages resources/people/processes to achieve deliverables

POSITION REQUIREMENTS:

Education: Undergrad degree in Communications or Marketing

Experience: Experience (5+ years) in Online Management, User Experience Management or related field

Proven Skills:

- Ability to translate strategy into tactical action plans
- Ability to identify inefficiencies in processes and drive improvements
- Independent and self-directed yet also team oriented
- Influential, practiced in negotiating with others in ways that result in win-win outcomes
- Ability and experience in selecting talented associates. Proven track record of motivating to continuously exceed expectations; has a passion for excellence, provides highest quality results
- Ability to act with urgency, sets aggressive goals and achieves them
- The capability to adapt quickly to changes; effectively prioritizes multiple demands
- Positive, upbeat, can-do, professional and responsible attitude

NATURE AND SCOPE:

- **Interpersonal Contacts:** Strong interpersonal, communication, time management and collaboration skills. Internally, communicates with all employees in all departments and at all levels to obtain, clarify and discuss information. Externally works with all related 3rd party vendors.
- **Level of Responsibility:** This position is responsible for overall delivery of online tools.
- **Decision-Making Authority:** This position makes decisions related to best solutions to deploy in line with standard operating procedures. Develops recommendations for review by management for solutions outside of normal procedures
- **Physical and Sensory Demands:** Minimal demands typical of an office environment.
- **Working Environment:** Exposure to disagreeable conditions related to user demands, constant interruptions and continuous change associated with the position.

To apply please email your cover letter and resume to recruiting@ontariochicken.ca at quote the job title in the subject line