

DIGITAL COMMUNICATIONS LEAD

Do you want to contribute to improvements in Alberta's healthcare system?

Health Quality Alberta is a provincial agency that brings together patients, families, and our partners from across healthcare and academia to inspire improvement in patient safety, person-centred care, and health service quality. We assess and study the healthcare system, identify effective practices, and engage with Albertans to learn about their experiences. Our responsibilities are outlined in the Health Quality Council of Alberta Act. We encourage you to visit our [website](#) to learn more about us.

Job Summary

As part of the Communications & Engagement team, the Digital Communications Lead enables Health Quality Alberta to fulfill its legislative mandate by leading the planning, coordination, and delivery of a well-governed digital communications function that supports the organization's strategic and operational goals.

This is a new position created to integrate and centralize digital communications activities across Health Quality Alberta, supporting a more coordinated and strategic approach across the organization's digital communications ecosystem. The role provides leadership for digital strategy, website governance, content architecture, social media, email marketing, analytics, digital reporting standards, accessibility, and responsible AI-enabled communications practices.

Working collaboratively with Communications & Engagement team members, project teams, leadership, vendors, and external partners, the Digital Communications Lead provides functional leadership for Health Quality Alberta's digital communications ecosystem and helps ensure digital communications are timely, accessible, accurate, engaging, strategically aligned, and responsive to the needs of patients and families, health system partners, government, employees, and the public.

Key responsibilities

- Lead the development, implementation, and ongoing refinement of Health Quality Alberta's integrated digital communications strategy, ensuring alignment with organizational priorities, audience needs, communications objectives, and emerging best practices.
- Centralize and coordinate digital communications standards, practices, governance processes, and workflows across the organization to support a consistent, accessible, and strategically aligned approach to digital communications.
- Provide strategic advice, counsel, and coaching to project teams and leadership regarding digital communications requirements, opportunities, risks, emerging technologies, and best practices.
- Provide functional leadership for Health Quality Alberta's website and related digital platforms, including content architecture, navigation, publishing standards, user experience, accessibility, content lifecycle planning, and governance.
- Lead the development and implementation of digital reporting standards, and website structure and information architecture for public-facing reports and digital products to improve consistency, usability, and production efficiency.

- Provide direction regarding the effective use of digital communications channels and tools, including websites, email marketing platforms, social media management systems, analytics tools, and other approved technologies.
- Lead Health Quality Alberta's social media strategy, including content planning, campaign management, audience growth, monitoring, optimization, and paid social advertising activities.
- Provide strategic guidance on email marketing practices, including audience segmentation, campaign planning, content structure, distribution timing, and performance measurement.
- In partnership with Communication Lead colleagues, edit, review, and optimize digital content across channels, including website content, email campaigns, social media content, digital reports, articles, and online resources.
- Provide guidance on the responsible and effective use of AI-enabled communications tools and support standards that ensure content remains accurate, ethical, transparent, accessible, and aligned with organizational values.
- Monitor, analyze, and interpret digital communications performance across websites, social media, email marketing, campaigns, and other digital channels, providing actionable recommendations and performance reporting.
- Collaborate with internal teams, vendors, contractors, and external partners to support successful digital communications initiatives, platform optimization, and digital product delivery.
- Provide mentorship, coaching, and knowledge sharing across the organization related to digital communications, accessibility, analytics, content strategy, digital tools, and emerging technologies.

Qualifications

- University degree in communications, public relations, marketing, or a related field, or an equivalent combination of education and experience.
 - 8 to 10 years of progressive experience in communications, digital communications, digital strategy, marketing, public relations, or a related field.
 - Experience developing and implementing digital communications strategies, including website, social media, email marketing, digital campaigns, analytics, and content planning.
 - Demonstrated experience leading organization-wide approaches to reporting and information presentation, including standardization of reporting formats and digital platforms.
 - Experience with website content management systems, content architecture, user experience, accessibility, search optimization, and digital publishing workflows.
 - Experience with digital communications platforms and tools, including web analytics tools, social media management tools, email marketing systems, and AI-enabled communication tools.
 - Strong grounding in ethical, accessible, user-centered, and evidence-informed approaches to digital communications.
 - Exceptional writing, editing, proofreading, facilitation, and engagement skills.
 - Proven ability to interpret digital analytics and generate actionable insights.
 - Strong organizational and project management skills, with the ability to manage multiple priorities and work collaboratively across teams.
- Knowledge of Alberta's healthcare system is an asset

Working conditions

- Willing to travel throughout Alberta, with occasional travel out of province.
- Location: Calgary, Alberta
- Hybrid work environment: 3 days in the office (mandatory).

Compensation

- We offer a competitive salary.

Want to apply?

Send your cover letter and resume to: HumanResources@hqa.ca by **October 12, 2026** with the subject line: **Digital Communications Lead**.

Health Quality Alberta is dedicated to developing a supportive and inclusive workplace. We are committed to building an environment that represents a variety of backgrounds, cultures, perspectives, and skills, which reflect the people we serve.

We thank all applicants for their interest; however, only those selected for an interview will be contacted. The successful candidate is legally required to work in Canada and will be required to provide professional references and undergo a satisfactory criminal record check prior to the commencement of employment.