

## Web Content Coordinator

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### **DEFINITION**

Employees of this class are responsible for the coordination, development and maintenance of online content for an operating department or targeted client group (i.e. Transit) within the City of Edmonton's web environment. These positions work with clients to develop and maintain web content or web solutions, including social media tools, to meet their business and customer needs while ensuring content is in accordance with corporate web standards.

Incumbents may be required to provide project leadership or supervision of the day-to-day work activities of Web Content Writers, external contractors, and/or support staff assigned to the area. This position generally reports to either a Director within an operating department or the Corporate Web Producer in the web office. Completed work assignments are reviewed for compliance to specifications, standards and procedures. Incumbents may initiate or be assigned to corporate project teams to research enhancements and new technologies which could improve service to the public through web-based solutions.

Work of this class is distinguished from the Web Content Writer by the level of planning and coordination; consultation with more senior level clientele; supervisory responsibility; technical expertise and innovation applied; independence and initiative exercised; as well as the level and scope of project involvement.

### **TYPICAL DUTIES \***

Respond to client needs for web-based solutions and available technology; prepare and present solution recommendations to managers and clients.

Review material submitted for electronic publication to ensure that posted information is consistent with the City's established web standards. Advises clients on issues concerning the content and presentation of information.

Assist and recommend to clients the development of new web content ideas and/or social media tools that will meet their business needs. Provide services to clients by identifying resources and obstacles, developing project plans that include defining scope, setting priorities, negotiating deadlines for delivery and managing the budget for new technology projects.

Supervise the day-to-day work activities of Web Content Writers, contractors, and/or support staff assigned to the area. This includes: setting work priorities; providing training; assist with technical problems, and evaluate completed work for conformance to corporate standards and policies.

Work closely with the Communications Branch for branding approval, the Corporate Web Office to ensure web content meets corporate standards, and collaborate with other subject experts such as IT for application enhancements or technical problems, FOIP specialists, and external partners.

Web Content Coordinators working in the Corporate Web Office perform testing and quality assurance of all business unit and corporate web pages, update existing web pages, and publish new web pages for the corporate Internet and Intranet web sites.

Web Content Coordinators working for an operating department or targeted client group may act as a standby publisher for urgent matters that need to be updated on the City's website outside of regular business hours.

Represent the area on working committees to address integration, enhancements, policies and procedures; approve new topics and modifications to content; make recommendations for changes to taxonomy.

Monitor site performance and utilization activities; conduct analysis, produce reports and make recommendations for improvements to engage targeted demographic groups.

Assist and recommend to clients the use of available hardware/software technology to better meet their customer/business needs.

Provide ongoing training and support to clients and staff

Perform other related duties as assigned.

**KNOWLEDGE, ABILITIES AND SKILLS**

Excellent verbal and written communication skills with strong attention to detail including the ability to communicate complex technical issues to a none technical audience.

Technical knowledge and competency in web authoring tools and design software such as: HTML, Content Management Systems (CMS), Macromedia Dreamweaver, Adobe Photoshop, and Adobe Illustrator.

Proficient with social media tools, especially Facebook, Twitter, YouTube, MySpace and other emerging web technologies and trends.

Ability to work independently and as a member of a team and to make decisions in accordance with established policies, standards and objectives.

Demonstrated ability to establish and maintain effective working relationships with personnel at all levels of civic services in a team environment.

Demonstrated ability to manage and coordinate the workload of subordinates.

Strong organizational skills, including the ability to handle multiple assignments and tasks while meeting deadlines.

Knowledge of the City's web usability standards and practices, including a solid understanding of the City of Edmonton's website taxonomy.

Strong analytical skills needed to assess needs, extract requirements, develop workflow and resolve issues.

**TRAINING AND EXPERIENCE REQUIREMENTS**

Job Level

Diploma in web applications, web design, web writing, or a related discipline from a recognized institution. A minimum of two (2) years experience in website development projects with proven web development skills along with experience in the supervision of staff. Project Management experience and/or training is considered an asset.

\* *This is a class specification and not an individualized job description. A class specification represents and defines the general character, scope of duties and responsibilities of all positions within a specific job classification. It is not intended to describe nor does it necessarily list the essential job functions for a specific position in a classification. Positions may perform some of the duties listed above but this does not necessarily qualify for placement into this classification.*

Salary Plan	<u>21M</u>	<u>21A</u>	<u>21B</u>	<u>21C</u>
Job Code	2159		2160	
Grade	017		019	
Originated:	2009-03			
Last Updated:	2110 - 01			
Previous Updates:				