



Office of Human Resources
Content Developer - LA2503
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General Statement of Duties

Provides content development support to department or agency staff, prepares department web pages and applications for web sites, and coordinates and provides editorial and technical support in this area to departmental staff.

Distinguishing Characteristics

This class provides content development support for a department/agency. This class is distinguished from the Internet Site Administrator that provides internet services for the entire city and performs professional work ensuring the quality and content of city-wide internet services through strategic relationships with contributors/owners, public users of all kinds, mainframe staff, and outside vendors to enable appropriate and efficient access to needed information. The Content Developer is distinguished from the Marketing/Public Relations Representative that performs professional level communications, marketing, and/or public relations work involved in the preparation and implementation of a variety of promotional and informational materials.

Essential Duties

Develops standards and guidelines for style and content for departmental web sites and helps establish and manage up to date information on various department web pages to support self-help customer service.

Collaborates with department staff to formulate marketing strategies for departmental web sites, plans and implements marketing initiatives, and coordinates programs related to content and promotion of web sites.

Provides technical assistance and support in the content and marketing of department web environments to content contributors and ensures the quality and content of internet/intranet services.

Develops communication goals and objectives for department participation on the internet/intranet that supports overall city strategies and ensures that legal and image concerns are addressed.

Analyzes usage statistics of the internet, identifies trends in the nature, frequency, and type of services provided, and initiates action plans to continually improve content and quality of services.

Keeps web information current, organized, and linked to appropriate page environments and resources.

Ensures appropriate office security procedures are developed and implemented to safeguard the content during editorial processes and restrict its use to appropriate individuals.

Utilizes computer graphics software to produce illustrations, layouts, and logos to enhance the usability and aesthetics of web sites.

By position, ensures the ongoing evaluation of web knowledge bases by incorporating library administration functions such as cataloging information, managing links for effective access to knowledge assets, and managing a basic document management/archive process.

Performs other related duties as assigned.

Any one position may not include all of the duties listed. However, the allocation of positions will be determined by the amount of time spent in performing the essential duties listed above.

Competencies

Creative Thinking – Uses imagination to develop new insights into situations and applies innovative solutions to problems; designs new methods where established methods and procedures are inapplicable or are unavailable.

Customer Service – Interacts with customers in a friendly and professional manner, works to resolve issues quickly and effectively, and is knowledgeable about products and services.

Interpersonal Skills - Shows understanding, friendliness, courtesy, tact, empathy, cooperation, concern, and politeness to others and relates well to different people from varied backgrounds and different situations

Planning & Evaluation – Establishes program objectives and strategies; identifies required resources and develops plans for carrying out the work in a timely manner. Monitors and evaluates progress to ensure that program policies are being implemented and adjusted as necessary to accomplish the organization's mission.

Technical Competence - Uses knowledge that is acquired through formal training or extensive on-the-job experience to perform one's job; works with, understands, and evaluates technical information related to the job; advises others on technical issues.

Technology Application - Uses machines, tools, instruments, or equipment effectively; uses computers and computer applications to analyze and communicate information in the appropriate format.

Written Communication - Composes, reviews, edits, and issues written materials for diverse audiences and communicates purpose in a succinct and organized manner that is appropriate for context, time, and place.

Knowledge & Skills

Knowledge of the principles and methods of web technologies, tools, and delivery systems including web security, privacy policy practices, and user interface issues.

Knowledge of standards, methods, and practices of design, layout, and composition of printed materials sufficient to be able to compose and design forms, leaflets, posters, books, booklets, brochures, newsletters, web sites, and other publications.

Level of Supervision Exercised

By position, performs lead work.

Education Requirement

Bachelor's Degree in Communications, Journalism, Business, or a related field.

Experience Requirement

Three (3) years of experience in the use of Internet technology including web graphic products and standards, web site marketing, editorial content and design, and maintaining internal and external web sites.

Education & Experience Equivalency

One (1) year of the appropriate type and level of experience may be substituted for each required year of post-high school education.

A combination of appropriate education and experience may be substituted for the minimum education and experience requirements.

Licensure & Certification

None

Working Environment

For DPL Positions Specifically:

Atmospheric Conditions: conditions that affect the skin, eyes or respiratory system.

Handles absentee replacement on short notice.

Handles emergency or crisis situations.

Occasional pressure due to multiple calls and inquiries.

Subject to pressure for multiple calls, inquiries, and interruptions.

Level of Physical Demand

For DPL Positions Specifically:

1-Sedentary (0-10 lbs.) - 2-Light (10-20 lbs.)

Physical Demands

For DPL Positions Specifically:

(Physical Demands are a general guide and specific positions will vary based on working conditions, locations, and agency/department needs.):

Depth Perception: Ability to judge distances and space relationships.

Eye/Hand/Foot Coordination: Performing work through using two or more body parts or other devices.

Fingering: Picking and pinching, through use of fingers or otherwise.

Handling: Seizing, holding, grasping, through use of hands, fingers, or other means.

Hearing: Perceiving and comprehending the nature and direction of sounds.

Lifting: By Position, may move objects up to 10 pounds, or 10-20 pounds from one level to another.

Reaching: Extending the hands and arms or other device in any direction.

Repetitive Motions: Making frequent or continuous movements.

Sitting: Remaining in a stationary position.

Talking: Communicating ideas or exchanging information.

Vision Far Acuity: Ability to perceive or detect objects clearly at 20 feet or more.

Vision Near Acuity: Ability to perceive or detect objects at 20 inches or less.

Background Check Requirement

Criminal Check

Employment Verification

Education Check

Assessment Requirement

None

Probation Period

None

Class Detail

Pay Grade: A-809

FLSA Code: Y

Established Date: 9/21/2018

Established By: LS

Revised Date:

Revised By:

Class History: