



Career Service Authority

Content Developer

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GENERAL STATEMENT OF CLASS 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.

Guidelines, Difficulty and Decision Making Level:

Guidelines are generally but not always clearly applicable, requiring the employee to exercise judgment in selecting the most pertinent guideline, interpret precedents, adapt standard practices to differing situations and recommend alternative actions in situations without precedent.

Duties assigned are generally complex and may be of substantial intricacy. Work assignment is performed within an established framework under general instructions but requires simultaneous coordination of assigned functions or projects in various stages of completion.

Employee is responsible for determining time, place and sequence of actions to be taken. Unusual problems or proposed deviations from guidelines, practices or precedents may be discussed with the supervisor before being initiated.

Level of Supervision Received and Quality Review:

Under general supervision, the employee receives assignments and is expected to carry them through to completion with substantial independence. Work is reviewed for adherence to instructions, accuracy, completeness and conformance to standard practice or precedent. Recurring work clearly covered by guidelines may or may not be reviewed.

Interpersonal Communications and Purpose:

Contacts with the public or employees where explanatory or interpretive information is exchanged, defended, and gathered and discretion and judgment are required within the parameters of the job function.

Level of Supervision Exercised:

By position, performs lead work.

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.

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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.
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MINIMUM QUALIFICATIONS

Competencies, Knowledges & Skills:

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

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

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

Reading - Understands and interprets material including technical information, rules, regulations, instructions, reports, charts, graphs, or tables and applies what is learned from written materials to specific situations.

Writing - Expresses facts and ideas in writing in a succinct and organized manner.

Oral Communication - Expresses ideas and facts to individuals or groups effectively, makes clear and convincing oral presentations, listens to others, and facilitates an open exchange of ideas.

Integrity/Honesty - Displays high standards of ethical conduct and understands the impact of violating these standards on an organization, self, and others, chooses an ethical course of action, and is trustworthy.

Interpersonal Skills - Considers and responds appropriately to the needs, feelings, and capabilities of others and adjusts approaches to suit different people and situations.

Problem Solving - Identifies and analyzes problems, uses sound reasoning to arrive at conclusions, finds alternative solutions to complex problems, and distinguishes between relevant and irrelevant information to make logical judgments.

Teamwork - Encourages and facilitates cooperation, pride, trust, and group identity, fosters commitment and team spirit, and works with others to achieve goals.

Planning & Evaluation - Establishes 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 policies are implemented and adjusted as necessary to accomplish the organization's mission.

Reasoning - Identifies rules, principles, or relationships that explain facts, data, or other information, analyzes information, and makes correct inferences or draws accurate conclusions.

Decision Making - Specifies goals and obstacles in achieving goals, generates alternatives, considers risks, evaluates and chooses the best alternative in order to make a determination, and draws conclusions or solves a problem.

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

Flexibility - Is open to change and new information, adapts behavior or work methods in response to new information, changing conditions, or unexpected obstacles, and deals effectively with ambiguity.

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.

Physical Demands:

Sitting: remaining in the normal seated position.
Reaching: extending the hand(s) and arm(s) in any direction.
Handling: seizing, holding, grasping, or otherwise working with the hand(s).
Fingering: picking, pinching, or otherwise working with the fingers.
Talking: expressing or exchanging ideas by means of spoken words.
Hearing: perceiving the nature of sounds by the ear.
Repetitive Motions: making frequent movements with a part of the body.
Eye/Hand/Foot Coordination: performing work through using two or more.
Near Acuity: ability to see clearly at 20 inches or less.
Far Acuity: ability to see clearly at 20 feet or more.
Depth Perception: ability to judge distance and space relationships.
Accommodation: ability to adjust vision to bring objects into focus.

Working Environment:

Pressure due to multiple calls and inquiries
Subject to many interruptions

Education Requirement:

Baccalaureate Degree in Communications, Journalism, Business, or a related field.

Experience Requirement:

Three 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:

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

CLASS DETAIL

FLSA CODE: Exempt

ESTABLISHED DATE: 05/16/2000

REVISED DATE: 06/16/2005

REVISED BY: Patricia Anderson

CLASS HISTORY This class was revised and updated.