



Job Description

Working Title: Web Content Manager	Job Code: AUN03509	Reports To: Director, Communications
Job Code Descr: Web Content Manager		Position Number/s: SRV000000007
Division/s: Support	Department Name/s: Communications	Law Enforcement: No
Pay Schedule/Grade: AREG 22	FLSA Status: Exempt	EEO Class: Professionals
Prepared By: R Wilder / J Brown	Approved By: J Brown	Last Update: 9/20/24/24

Position Summary:

The Web Content Manager is responsible for creating, developing, implementing, and managing web and intranet communication strategies to raise brand awareness, inform internal and external audiences, and achieve business goals. Designs, maintains and supports digital content on the agency's website, intranet, and other digital materials; uses content management software (CMS) to post content and analyze user traffic and engagement; and coordinates with multiple teams to develop effective and visually appealing digital content ensuring that all digital content is consistently up-to-date and accessible to customers and ADOR staff.

Supervision:

This position does not have direct reports.

Essential Functions:	% of Time	Essential/ Non-essential
<u>Digital Content Design</u> Develops, creates and manages engaging content that aligns with brand strategy and addresses the needs and interests of various user audiences. <ul style="list-style-type: none"> • Develops, writes, posts, edits, and designs digital content for agency website, intranet, and other digital materials using applicable publishing software and computer script languages • Develops the agency's digital products, such as graphics, e-books, database applications, web forms, videos, PDF materials, stationary, webinars, micro-sites, e-learning content, web template, using applicable tools and software • Ensures all digital content is compatible with all internet browser and mobile devices, and develops solutions if issues arise • Coordinates with multiple teams on design and prototype of new interfaces 	40%	E 1, 2, 3, 4, 5
<u>Digital Content Maintenance and Support</u> <ul style="list-style-type: none"> • Collaborates with team members to develop a content strategy that promotes internal and external user engagement; and assists in the development of strategies for communicating information in memorable, visually compelling ways • Manages the overall visual appeal of all internal and external web sources • Leads and oversees marketing/concept/design and interactive/web/video/motion graphics (UI/UX) for all digital products • Coordinates and support training and resources for ADOR staff 	20%	E 1, 2, 3, 5



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<ul style="list-style-type: none"> ● Identifies internal and external target audiences and establishes the best method/forum to present information ● Develops and manages an editorial calendar, collaborates with marketing and design team to ensure consistent brand messages across all channels ● Plans and schedules content releases and publishings ● Uses SEO tactics and CMS to maximize search rankings, optimize content, and analyze user engagement and works closely with a technical team to maintain site standards ● Uses web metrics and knowledge of digital technology to maximize search rankings, optimize content, and analyze user engagement ● Analyzes and tests links and content to ensure information is accurate, accessible, and user friendly ● Advises internal and external clients on the most effective methods for presenting content on the web 		
<p><u>Project Coordination</u></p> <ul style="list-style-type: none"> ● Manages and coordinates special projects, working within budget and scheduling requirements, and adhering to customer/business requirements and objectives ● Coordinates with third-party developers contracted to work on special projects ● Acts as liaison and mediator between program staff and technical teams to communicate and translate needs/wants for the Communications Office Unit 	15%	E 1, 2, 5
<p><u>Agency/Department Compliance & Continuous Improvement</u></p> <ul style="list-style-type: none"> ● Remains current on all laws, regulations, policies, and best practices related to taxation through regular engagement in activities such as: self-directed research, conferring with other practitioners and technical experts; subscriptions to regulatory/legal/industry newsletters and briefs; membership industry associations and attendance at meetings/events; and or participation in training and others continuing education opportunities. ● Actively contributes to team and individual effectiveness through the following: - <ul style="list-style-type: none"> ○ Attends staff meetings and huddles of work unit or district; and may cascade and track information as indicated ○ Completes all required training in a timely manner. ○ Participates in assigned work teams as appropriate. ○ May complete periodic metrics, projects, huddle boards and reports as requested. ○ Prepares for and actively participates in 1:1 coaching with supervisor ● Maximizes work processes and deliverables through lean principles within the Arizona Management System (AMS); and provides recommendations for process improvement, and engages in continuous improvement efforts as assigned. 	20%	E 3, 5
Other duties as assigned	5%	NE

Requirements

Education & Experience

- Any combination that meets the knowledge, skills and abilities (KSA); typical ways KSAs are obtained may include but are not limited to: a relevant degree from an accredited college or university such as Bachelor's Degree (e.g., B.A.), training, coursework, and work experience relevant to the assignment.
- Minimum of three years online content creation, IX/UX, web design, or front-end web development, and actively working with HTML



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- Previous experience in XML and structured authoring, and graphic design

Licenses & Certifications

None

Knowledge/Understanding

- Knowledge of user experience design principles (UI/UX)
- Knowledge of visual design and accessibility
- Knowledge of digital content development and maintenance practices and principles

Skills

- Effective verbal, general written, and listening communication skills
- Effective organization and time management skills with the ability to manage multiple projects simultaneously and work in high-pressure situations
- Effective interpersonal skills, demeanor and service orientation
- Proficient in the use of a PC in a Windows environment; in the use of the Internet; in the use of MS Office Applications such as Outlook, Word and Excel, PowerPoint; and in the use of Google Suite applications such as Gmail, Sheets, Docs, and Drive.
- Strong proficiency in the use of website content management platforms such as Drupal, and in social media platforms such as Facebook, Twitter, Instagram, Snapchat, etc.

Abilities

- Ability to clear a comprehensive background and clearance process that includes an Arizona tax compliance verification, and a criminal background check through the FBI via level one fingerprint clearance through the Arizona Department of Public Safety
- Ability to work both independently and collaboratively as part of a team
- Ability to develop and manage an editorial calendar to ensure timely content; and collaborate with marketing and design teams to ensure consistent brand messages across all channels
- Ability to work in a confidential manner, ensuring information is shared with internal and external individuals in an appropriate manner
- Ability to learn LEAN concepts, principles and tool
- Ability to understand and solve problems by applying intermediate analytical skills to include collecting all the relevant information and data needed to address the problem; organizing, classifying and synthesizing the data into fundamental issues; from the information, identifying the most probable causes of the problem; reducing the information down into manageable components; identifying the logical outcomes from the analyses of the data collected; and, identifying the options and solutions for addressing the problems analyzed.
- Willingness and ability to embody ADOR's core values of Do the Right Thing, Commit to Excellence, and Care About One Another

Additional Job Demands

- In the course of performing the essential duties one must be able to exert up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects.
- No substantial exposure to adverse environmental conditions (such as in typical office or administrative work.)

Selective Preferences

Bachelor's Degree in the field of multimedia, digital communications, or a related field