

Ref #: IT/SD&S/	
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# Government of Trinidad and Tobago

## JOB DESCRIPTION

### CONTRACTUAL POSITION

#### **JOB TITLE: WEB CONTENT SPECIALIST**

#### **JOB SUMMARY:**

The incumbent is required to enable, manage and support the on-line communications processes of the Ministry through the content on its website and intranet. Duties include: identifying and obtaining appropriate content through effective stakeholder engagement; standardising and organising the content using appropriate multimedia tools and techniques; presenting of the content on the Ministry's website and intranet using content management systems; securing, managing, supporting and updating of the content; providing training to key stakeholders on content presentation and management; and supervising support staff as required.

<b>REPORTS TO:</b>	Manager, Service Delivery and Support, ICT Manager or designate
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<b>SUPERVISION GIVEN TO:</b>	Support staff as required
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#### **DUTIES AND RESPONSIBILITIES:**

- Defines, manages and updates the content management processes and interfaces of the Ministry/Department's website and intranet to meet the information needs of the public, employees and other stakeholders.
- Determines the information content required by the Ministry/Department and its stakeholders; and plans, designs, authors and produces the required content, in form and appearance, to satisfy these needs in a proactive and timely manner.
- Develops and implements appropriate data structuring and handling procedures to ensure the accessibility, retrievability and security of data on the Ministry/Department's website, in order to meet the specific needs of internal and external stakeholders.
- Advises, guides and provides support to the content providers of the Ministry/Department's website and intranet such that the content required by stakeholders is obtained in a timely and appropriate manner.
- Acts as the Ministry's point of contact for all website and intranet content related issues with all stakeholders and assists with the resolution of problems or issues identified.
- Supports the project management activities involved in the development, maintenance and growth of the Ministry/Department's website and intranet; and utilises agreed project controls in relation to content preparation and presentment.
- Monitors the service delivery metrics of the content of the Ministry/Department's website and intranet and liaises with users to resolve content-related performance issues.
- Assists with the development and maintenance of appropriate quality standards and leading practices in the preparation and presentation of the information content of the Ministry/Department.
- Maintains knowledge of specific technical specialisations in the preparation and presentation of internet content including content management systems; multimedia (including text, graphics, pictures and video) design and organisation tools; applicable web and content standards; and utilises this knowledge in performing job duties.
- Performs other related duties as required.

#### **KNOWLEDGE, SKILLS AND ABILITIES:**

<b>KNOWLEDGE:</b>	▪ Considerable knowledge of web content identification, collection, standardisation, organisation, presentation, security and management using content management systems and associated tools.
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	<ul style="list-style-type: none"> <li>▪ Knowledge of the management of the content on websites and intranets within a government based or business organisation.</li> <li>▪ Knowledge of project management tools and techniques</li> <li>▪ Some knowledge of relevant Public Service rules and regulations, instructions and procedures.</li> </ul>
<b>SKILLS AND ABILITIES:</b>	<ul style="list-style-type: none"> <li>▪ Ability to think creatively and to organise web content creatively and effectively.</li> <li>▪ Ability to communicate effectively orally, via visual content, and in writing.</li> <li>▪ Ability to supervise technical and support staff.</li> <li>▪ Ability to promote teamwork.</li> <li>▪ Ability to establish and maintain effective working relationships with colleagues.</li> <li>▪ Ability to interact positively with members of the public and external stakeholders.</li> </ul>
<b>MINIMUM EXPERIENCE AND TRAINING:</b>	
	<ul style="list-style-type: none"> <li>▪ Minimum of three (3) years' experience performing at a technical level including at least two (2) years' experience in the creation, management and support of web content.</li> <li>▪ Training as evidenced by the possession of a recognized Bachelor's Degree in Computer Science, Computer Information Systems, Information Systems Management, Computer Engineering or a related area.</li> <li>▪ Certification in web content management, such as Microsoft Certified Technology Specialist (MCTS) or CIW Web Design Professional.</li> <li>▪ Training in relevant web content management systems e.g. SharePoint and Websphere.</li> </ul>