



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.

REPORTS TO:

Manager, Service Delivery and Support, ICT Manager or designate

SUPERVISION GIVEN TO:

Support staff as required

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 presentation.
- 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:

KNOWLEDGE:

- Considerable knowledge of web content identification, collection, standardisation, organisation, presentation, security and management using content management systems and associated tools.

	<ul style="list-style-type: none"> ▪ Knowledge of the management of the content on websites and intranets within a government based or business organisation. ▪ Knowledge of project management tools and techniques ▪ Some knowledge of relevant Public Service rules and regulations, instructions and procedures.
SKILLS AND ABILITIES:	<ul style="list-style-type: none"> ▪ Ability to think creatively and to organise web content creatively and effectively. ▪ Ability to communicate effectively orally, via visual content, and in writing. ▪ Ability to supervise technical and support staff. ▪ Ability to promote teamwork. ▪ Ability to establish and maintain effective working relationships with colleagues. ▪ Ability to interact positively with members of the public and external stakeholders.
MINIMUM EXPERIENCE AND TRAINING:	
<ul style="list-style-type: none"> ▪ 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. ▪ 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. ▪ Certification in web content management, such as Microsoft Certified Technology Specialist (MCTS) or CIW Web Design Professional. ▪ Training in relevant web content management systems e.g. SharePoint and Websphere. 	