

CITY OF GLENDALE

TITLE: Web Content Program Manager **CLASS CODE:** 463

REPORTS TO: Assistant Marketing/
Communications Director **GRADE:** 28

DEPARTMENT: Marketing/Communications **FLSA:** E

JOB DESCRIPTION DATE: October 5, 2005

JOB SUMMARY:

Responsible for the writing, editing, designing, maintaining, updating and managing the city's website(s) and ensuring that the website(s) promote a positive image of the city and are aesthetically pleasing, functional, interactive, and easily navigable. Takes a leadership role in generating new and exciting web content, promotions and campaigns for all city departments.

ESSENTIAL FUNCTIONS:

1. Works with elected officials and city staff to develop continuously evolving web content for the city.
2. Works with the marketing/communications team on proactive publicity, promotions and campaigns designed to increase awareness of the city and develop a positive image of the city through the web.
3. Serves as primary advisor, writer and editor for all web content developed for, with and by departments.
4. Implements multimedia solutions such as web cams, streaming video, animation and audio clips for the city's website(s) designed to promote a positive image of the city.
5. Develops online discussion forums and/or similar interactive tools that directly serve our core constituency.
6. Makes recommendations regarding design issues, upgrades, and security relating to Internet and Intranet sites.
7. Monitors web use and provides relevant statistical data and reports regarding utilization of the City's websites, making recommendations for enhancements that will increase access and traffic.
8. Insures that all intranet standards are met.
9. Adheres to appropriate security procedures to safeguard the city infrastructure from physical harm, viruses, unauthorized users and potential data loss.
10. Develops and implements training programs, seminars, and tip sheets to assist staff members in the use of the City's websites (internet and intranet).
11. Develops project schedules, prioritizes tasks, meets project schedule requirements.
12. Coordinates with and follows the policies of the Information Technology Department to develop and monitor appropriate security features to safeguard city infrastructure and maintain and administer all legal Internet domains owned by the City.

SECONDARY FUNCTIONS:

13. Performs other related duties as required.

KNOWLEDGE, SKILLS, ABILITIES:

Knowledge of:

Fundamental practices of public relations, advertising, marketing and communications.

Web user interface design

Web technology, protocols and practices

Skill in:

Troubleshooting computer software problems.

Creating design documents and user guides that accurately reflect business needs.

Ability to:

Ability to work effectively with users, technical personnel and consultants to achieve stated objectives.

Prioritize tasks, meet project schedule requirements.

Conduct research, prepare reports and recommendations.

Establish and maintain effective working relationships with City staff.

Communicate effectively verbally and in writing.

WORKING CONDITIONS:

Office setting. Following safe handling practices when installing and upgrading equipment can substantially control the risks of exposure to electrical hazards.

MINIMUM QUALIFICATIONS:

Bachelor's Degree in journalism, advertising, marketing or a related field and five years related experience in professional writing and website creation. Skill in utilizing MS FrontPage or Macromedia Dream Weaver, Adobe PhotoShop, Macromedia Fireworks or similar software is required.

Any equivalent combination of training and experience, which provides the required knowledge, skills, and ability may qualify.

SPECIAL REQUIREMENTS:

Valid Arizona drivers license