



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/Department 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 the content on the website and intranet of the Ministry/Department using content management systems; securing, managing, supporting and updating the content and providing training to key stakeholders on content presentation and management.

REPORTS TO:

Senior Information Systems Support Specialist or designated officer

SUPERVISION GIVEN TO:

Technical and Support staff

DUTIES AND RESPONSIBILITIES:

- Defines, manages and updates the content management processes and interfaces of the website and intranet of the Ministry/Department to meet the information needs of the public, employees and other stakeholders.
- Identifies 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.
- Develops and implements appropriate data structuring and handling procedures to ensure the accessibility, retrievability and security of data on the website and intranet of the Ministry/Department, in order to meet the specific needs of internal and external stakeholders.
- Advises, guides and provides support to the content providers of website and intranet of the Ministry/Department.
- Acts as the 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 website and intranet of the Ministry/Department; and utilises agreed project controls in relation to content preparation and presentation.
- Monitors the service delivery metrics of the content of the website and intranet of the Ministry/Department 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.
- Keeps abreast of developments in 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 as required.
- 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 an organisation. ▪ Knowledge of project management tools and techniques.
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 and manage conflict. ▪ 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 in an area of ICT, including at least two (2) years' experience in the creation, management and support of website and intranet content. ▪ Training as evidenced by the possession of a recognised Bachelor's Degree in Computer Information Systems, Information Systems Management, Marketing, Communications, Information Management or a related area. ▪ Certification in web content administration, such as the CIW Web Foundations Associate, CIW Web Design, Microsoft Certified Technology Specialist (MCTS) etc. 	