Corporate Web Producer

DEFINITION

Reporting to the Web Operations Manager, the Corporate Web Producer is responsible for the creation, planning and ongoing development of the City of Edmonton's web presence. This position leads the design, establishes the City of Edmonton's online visual identity, builds new websites and develops web solutions and standards to meet the business requirements of the City's internal and external websites.

This position works closely with Communications to ensure the City of Edmonton's website enhances Edmonton's image and reputation, while continuing to deliver the information and services specific to the needs of the client. This position is responsible for maintaining design style and consistency throughout the City's Internet and Intranet.

NOTE: There is only one Corporate Web Producer position for the City of Edmonton.

TYPICAL DUTIES *

Establish the overall design; develop, update and distribute standards and policies; develop templates and guides for content development; develop and upgrade quality assurance standards; build site maps to maintain design style and consistency throughout corporate websites.

Provide front-end troubleshooting support as well as consultation services for all City operating departments to ensure web content on the City's Internet and Intranet meet corporate standards, department needs, and customer needs.

Define business requirements, user goals and collaborate with stakeholders and IT to design, create and implement web solutions for the City of Edmonton initiatives.

Perform ongoing maintenance and support of content integrity on all City of Edmonton websites and ensure that all links remain active and accurate.

Provide support to business unit Web Content Coordinators and Web Content Writers by evaluating content and applications for their business units, optimizing resources for online publication.

Perform testing and quality assurance of all business unit and corporate web pages, and assist as a backup for daily content publishing and updating of existing and new web pages.

Communicate with IT staff for new application enhancements to existing applications, or trouble-shooting technical problems.

Supervise and manage workloads, work assignments, and coordinate activities required to fully support the ongoing operation of the City's websites.

Coordinate training for business unit Web Content Coordinators and Web Content Writers for improvements and updates in tools, templates and content management guides.

Prepare and deliver various courses directly under the control of the Corporate Web Office. This includes the preparation and delivery of the Content Management System training and the coordination of the regular lunch-and-learn sessions and their topics.

Provide project leadership and project planning for web related projects. This includes the analysis, design, testing, training and implementation.

Perform related work as required.

KNOWLEDGE, ABILITIES AND SKILLS

Excellent verbal and written communication skills with strong attention to detail.

Ability to outline data and application needs to support the current and evolving business functions and the appropriate supporting web technology.

Technical knowledge and competency in web authoring tools and design software such as: HTML, Content Management Systems (CMS), Macromedia Dreamweaver, Adobe Photoshop, and Adobe Illustrator.

Proficient with social media tools, especially Facebook, Twitter, YouTube, MySpace and other emerging web technologies and trends.

Strong knowledge of all department business, programs, services, and initiatives in order to understand business needs.

Ability to articulate and communicate the overall architectural content vision for the City's web environments.

Ability to manipulate code as well as strong quality assurance skills in order to evaluate content and applications.

Demonstrated ability to establish and maintain effective working relationships with personnel at all levels of civic services in a team environment.

Strong supervisory skills to lead project teams as well as demonstrated ability to manage and coordinate the workload of subordinates.

Strong organizational skills, including the ability to coordinate and lead multiple assignments and tasks while meeting deadlines.

Exceptional consultation and facilitation skills to liaise with non-technical customers.

Comprehensive understanding of web usability standards and practices.

TRAINING AND EXPERIENCE REQUIREMENTS

Job Level

University graduation in Business Administration, or a related degree with a specification in web development and content, supplemented by a minimum of four (4) years experience in website development projects along with experience in the supervision of staff. Project Management experience and/or training is considered an asset.

* *This is a class specification and not an individualized job description. A class specification represents and defines the general character, scope of duties and responsibilities of all positions within a specific job classification. It is not intended to describe nor does it necessarily list the essential job functions for a specific position in a classification. Positions may perform some of the duties listed above but this does not necessarily qualify for placement into this classification.*

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Salary Plan	21M	21A	21B	21C
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Grade	044		044	

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