

Digital Content Manager Tompkins County

Department: County Administration

Classification: Competitive

Labor Grade: White Collar Grade 13

Approved: 6/23 by HB

By: HB, Deputy Commissioner of Human Resources

MINIMUM QUALIFICATIONS: EITHER:

(A) Graduation from a regionally accredited or New York State registered four year college or university with a Bachelor's degree in media, new media, English, communications, journalism, public relations, digital marketing, computer science, computer information systems, Business Administration or a related field **AND** one year full time paid (or the equivalent part-time and/or volunteer) experience working with a variety of software in a digital content setting which must have included web site administration, development, maintenance, or project management, or

(B) Graduation from a regionally accredited or New York State registered two year college or university with an Associates Degree in media, new media, English, communications, journalism, public relations, digital marketing, computer science, computer information systems, Business Administration or a related field **AND** two years full time paid (or the equivalent part-time and/or volunteer) experience working with a variety of software in a digital content setting which must have included web site administration, development, maintenance, or project management.

SPECIAL REQUIREMENT:

Applicants must possess a valid New York State motor vehicle operator's license or otherwise demonstrate the ability to meet the transportation requirements of the job.

DISTINGUISHING FEATURES OF THE CLASS:

This position is responsible for the ongoing maintenance of the Tompkins County N.Y. website and other departmental websites. The position will be responsible for managing content posted to the Content Management System and will be the primary point of contact for all County departments regarding their website presence and usage. This position ensures that public information available through the Tompkins County website is informative, accessible, and easily navigable by members of the public. The incumbent manages the strategy and ongoing improvement of the website as a tool for the entire organization to inform the public. The incumbent ensures that content posted to the website is in one voice and in adherence to Tompkins County policies and procedures and brand and style guidelines. The incumbent has strong writing and editing skills. The incumbent also analyzes data related to website performance and makes or advocates for adjustments to improve outcomes. This position is located in Tompkins County Administration; reports to and is generally supervised by the Tompkins County Communications Director.

TYPICAL WORK ACTIVITIES:

- Maintains digital content posted to agency's website and intranet site
- Transitions and adapts content from other formats to the website and intranet site
- Advises departments on content best suited for the website
- Posts content to the website on behalf of the County and its departments
- Reviews digital content to ensure adherence to agency style and brand standards
- Reviews materials issued by the agency and recommends changes in subject matter, format and distribution method
- Checks proofs and prepares or assists in the preparation of final copy
- Manages permissions for access to content management systems

- Provides support to departments using the website for public information or accessible agency services
- Communicates with vendors and other technical support personnel to aid in the solution of problems regarding website and intranet site
- Implements the digital communications strategy for the agency in all digital platforms including web applications, intranets, social media, and other multi-media platforms
- Monitors and tracks feedback related to agency programs and initiatives in digital environments
- Captures and analyzes social and digital media metrics and assists in addressing issues
- Monitors websites, social media sites, and digital communications to ensure that information is kept current, fresh, informative, and appealing
- Provides support executing social media strategies
- Identifies and recommends new digital features and applications in conjunction with agency leaders, department managers and vendors
- Monitors maintenance contracts
- Integrates databases into websites
- Establishes and codifies new practices and procedures for new website services
- Ensures critical public information posted digitally is translated following the agency's Language Access policy

KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Experience in web development and web content management

Experience with various content management systems

Knowledge of programming techniques and concepts, database, spreadsheet, word processing, and related web development languages;

Technical knowledge of transferring data between processes and systems;

Strong writing and editing skills;

Knowledge of changing technologies and digital tools;

Ability to learn new web development tools;

Ability to establish and maintain effective working relationships;

Ability to communicate effectively both orally and in writing;

The employee's physical condition shall be commensurate with the demands of the position

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