



CITY OF BOULDER
invites applications for the position of:
**Communications -
Digital Content
Specialist**

An Equal Opportunity Employer

POSTING START DATE: 01/22/18 12:00 AM

POSTING END DATE: 02/04/18 11:59 PM

SALARY: \$58,968.00 - \$89,877.00 Annually

POSITION END DATE:

WORK SCHEDULE:

JOB TYPE: Full-Time

LOCATION: Library - Main 1001 Arapahoe Ave, Boulder

OVERALL JOB OBJECTIVE:

The City of Boulder's Communication Department is seeking applicants to fill one full-time Digital Content Specialist position. This newly created position will support the City of Boulder's online presence, including the city's website, e-newsletters and social media platforms, as well as other emerging digital engagement tools. The ideal candidate will have a bachelor's degree in a related field and at least three years of experience in digital communication and web content management. In addition to a strong technical background, candidates should possess creativity, multitasking abilities, experience writing for the web, familiarity with a variety of social networks, and capable writing and editing skills.

Please note a resume, cover letter and two writing samples are required for this application.

Overall Job Objective:

With direction from the Communication Manager-Digital Content , the Digital Content Specialist supports the City of Boulder's online presence, including the city's website and all social media platforms, as well as emerging methods of engaging individuals digitally and in ways that are most convenient for them. In addition to writing, editing and proofreading web and social media content, this position works closely with the Information Technology team to maintain site standards, usability, and enhance the city's online interactions with the community as well as ensure standards for department web contributors are followed. The digital content specialist also serves on the Social Media Team, Web Manager Team, and Constituent Relationship Management Team to ensure best practices and quality control; and to provide and perform related duties as required.

DUTIES & RESPONSIBILITIES:

1. With direction from the Communication Manager-Digital Content , performs web content duties and oversight as follows:

- Serves as a member of the city's Communication Department, assisting in developing digital content strategies for the city's websites and social media platforms.

- Serves as an information resource to internal staff to assist with posting and distribution of web content, social media and e-newsletter software and strategies to ensure quality standards and use of best practices in outreach and usability.
- Serves as a web manager for select city departments on an ongoing basis and for others as needed for backfilling.
- Assists in developing annual website plans in conjunction with IT to ensure public relations and outreach goals are achieved and aligned with city goals.
- Assists in developing and implementing the city's web content and social media strategies as critical components in the city's overall approach to digital engagement.
- Maintains a consistent look and feel throughout the website, working in collaboration with city web managers and IT to ensure consistency in branding, style and messaging.
- Performs regular audits of the website for compliance with style, technical, accessibility and other best practice guidelines.
- Monitors industry web content management trends; explores, pilots and promotes new content strategies.

1. Maintains digital content and coordinates technology support and implementation in partnership with IT:

- Works with the Xpress web content management system (CMS) to oversee content expiration notification and content approvals to include developing new pages and creating new sites to assist with city initiatives.
- Regularly gathers and monitors search engine analytics to optimize site content. Regularly monitors search engine hit accuracy to ensure department web content managers are appropriately managing content metadata and that the proper technical configurations are applied by the IT department.
- Works with department web content managers to integrate key words and maximize SEO (Search Engine Optimization) tactics, and inclusion of relevant content.
- Assists in managing and developing content for city social media sites in conformance with associated city policies and procedures.

1. Initiates and develops web content as assigned:

2. Understands the mission and services provided by assigned department(s) in order to actively promote them to the community.

3. Remains aware of sensitive or political issues related to assigned department(s) and works with the Communication Department on public relations strategies.

- Works with IT to gather information from website users and others on a periodic schedule, using surveys, focus groups, online tools and other processes, as appropriate.
- Establishes good working relationships with departments to facilitate timely, accurate, and positive digital content.

1. Creates and integrates projects as a member of a team:

- Provides web support to staff to ensure that written materials presented to the public reflect the standards of the city.
- Coordinates paid digital advertisement placement and purchasing as assigned.
- Based on direction from the communication manager-digital content, prioritizes promotion activities to support city and department policy goals.
- Supports Communication Department at the Emergency Operations Center, shelters, on scene or as assigned during city emergencies and/or disasters.

1. Other:

2. Performs related duties as required to meet the needs of the city.

3. Takes proper safety precautions, anticipates unsafe circumstances, and acts accordingly to prevent accidents. Responsible for the safety of self, others, materials, and equipment. Uses all required safety equipment and follows all safety regulations, policies and

- procedures. Reports all accidents and damage to city property.
4. Responsible for knowing and complying with all city and department policies; participating in professional trainings and development; and adhering to attendance and workplace attire policies.
 5. May have lead responsibilities for a project or team.

Generally, duties are listed from most to least critical or time consuming.

QUALIFICATIONS:

This position requires a bachelor's degree in a related area and at least three years of experience in digital media/web content systems. The Digital Content Specialist must have a strong technical background in addition to the creativity required to develop responsive, interesting original content. Traditional writing skills and expertise in New Media is required. Ability to respond to requests for information in a timely and customer service-oriented manner and to use discretion with confidential information. Demonstrated ability to resolve issues using own initiative, under minimal supervision, time pressure, and in difficult situations.

Demonstrated project management experience. Excellent verbal and written communication and presentation skills with experience in HTML, content management systems, digital media, customer relationship software, and social media platforms. Professional experience in working with senior staff on external communications. Work experience demonstrating flexibility and excellent organizational skills, including the ability to meet deadlines, respond to requests for information in a timely manner, and manage multiple tasks simultaneously. Valid driver's license and independent transportation to attend all essential functions. Have and maintain acceptable background information, including criminal conviction history and motor vehicle record.

DESIRED QUALIFICATIONS – In addition to the required minimum qualifications:

Experience working in a public-sector setting. Demonstrated strategic agility to anticipate potential outcomes and consequences related to communication and political issues. Ability to provide objective feedback and counsel on communication and digital content strategies.

Interpersonal savvy to relate to all levels of city staff to build effective relationships. Reputation for integrity and trust in dealing with confidential information. Ability to deal with ambiguity and effectively cope with change in work plans and priorities.

SUPPLEMENTAL INFORMATION:

ORGANIZATION STRUCTURE:

- (1) TITLE OF IMMEDIATE SUPERVISOR: Communication Manager-Digital Content
- (2) TITLE(S) OF POSITIONS OVER WHICH THIS POSITION HAS DIRECT SUPERVISION: None

WORKING CONDITIONS - Required Physical and Mental Effort, and Environmental Conditions:

Physical and Mental Effort: Sufficient clarity of speech and hearing or other communication capabilities that permits the employee to communicate effectively on the telephone and in person. Sufficient vision or other powers of observation that permits the employee to review, evaluate and prepare a variety of written documents and materials. Sufficient manual dexterity that permits the employee to operate computer equipment and other office equipment. Sufficient personal mobility and physical reflexes, which permits the employee to work in an office setting. Work may include extended periods of time viewing a computer video monitor and/ or operating a keyboard. Ability to work under stress from demanding deadlines, public contact, and changing priorities and conditions.

Work Environment: Works primarily in a clean, comfortable environment. Works in a setting subject to continuous interruptions and background noises.

Machines and equipment used include, but are not limited to the following: Frequently uses standard office equipment including personal computers, telephones, calculators and copy/fax machines.

ACCOMMODATIONS: Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this position.

Note: The above description is illustrative only. It is not meant to be all-inclusive.

OUR OFFICE IS LOCATED AT:
3065 Center Green Drive
Boulder, CO 80301
303-441-3070
HR@bouldercolorado.gov

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Communications - Digital Content Specialist Supplemental Questionnaire

- * 1. In order to provide us with an opportunity to evaluate your background, responses to the Supplemental Questions are required in addition to your application. The information you provide will be used to determine your eligibility to continue in the selection process for this position. All work experience that is described or included in your response(s) MUST be included in the "Work Experience" section of your application. (Do not refer to a resume or other documentation.)
 - I acknowledge receipt of this information
- * 2. Please select your highest level of education:
 - High School Diploma or GED
 - Associate's Degree
 - Bachelor's Degree
 - Master's Degree
 - PHD
 - Juris Doctorate
 - Not applicable
- * 3. In what field(s) did you receive your degree(s)?
 - Communications
 - Journalism
 - Public Information
 - English
 - Other Related Field
 - Not Applicable
- * 4. Do you have at least three years of experience in public information, journalism, communications or an equivalent combination of education and/or experience?
 - Yes
 - No
- * 5. A resume and cover letter are required for this application. Have you attached both?
 - Yes
 - No
- * 6. This application also requires two writing samples. Include samples that showcase your writing abilities and limit to 500 words each. Please email writing samples to bullockb@bouldercolorado.gov with the subject line "Writing Samples: Last Name." All samples must be received by Feb. 4. No in-person visits or phone calls please.
 - I acknowledge this requirement.
- * 7. Are you available to work evenings and/or weekends as needed, including monitoring social media after hours?
 - Yes
 - No
- * 8. Briefly describe your previous work experience in this field and how it relates to the qualifications and responsibilities of this position. Include the names of the employers you

attained this experience.

- * 9. Briefly describe any previous experience you have with managing web content and social media in a professional setting.

* Required Question