



Town of Oro Valley Classification Description

Title: **DIGITAL CONTENT SPECIALIST**

Job Code: 1741

FLSA Status: Exempt

Department: Town Manager

Salary Grade: 114

POSITION SUMMARY:

Develop and manage content for the Town of Oro Valley's website. Provide direction, training and support to department web editors. Develop and implement procedures and guidelines for web content management. Develop, implement and maintain digital content in support of the Town's communication and marketing efforts. Administer the web content management system and digital content standards, style guides, policies, and service agreements. Support content development for, and maintenance of the Town's various social media platforms. Contribute to the creation and implementation of, digital media marketing strategies across multiple social, web and video channels. This position reports directly to the Town of Oro Valley Communications Administrator.

ESSENTIAL JOB FUNCTIONS:

- Recommends, develops, implements, updates and maintains digital content for the Town's internal and external websites; updates the Town's web pages for the Internet and Intranet, which includes writing, editing, and designing new and existing web pages and publishing them to the appropriate website.
- Works with web development and hosting vendors and the Information Technology Division to manage and troubleshoot the Town websites as necessary.
- Coordinates the creation of digital content and campaigns with photographers, videographers, graphic designers, public information officers, and vendors.
- Provides content management training and guidance to the Town's department-level web editors; assists content providers in updating and maintaining their webpages; ensures the Town's web standards and guidelines are met.
- Participates and leads cross-functional meetings with teams to support and advise on how digital content may be utilized; compiles and evaluates analytics to support the effective use of digital content.
- Participates in the development and implementation of marketing and communications initiatives; plans, develops, and communicates web and digital strategies.
- Supports Town Council, Town Manager's Office, and management by providing assistance in defining site purpose, target audiences, layout, navigation, design, functionality, content, photos, and testing.
- Coordinates the regular review of all web pages, designs, and features of the website to ensure they are accurate, consistent, interactive, easily navigable, visually appealing, and that they reflect an accurate and positive image of the Town of Oro Valley.

- Utilizes basic search engine optimization (SEO) techniques and analytics to maximize the volume of inbound traffic from search engines to all Town websites.
- Develops and communicates the Town's web and digital content policies, procedures, style guides, and standards within the organization; monitors web pages and digital content to ensure compliance with those standards.
- Develops content for the Town's various social media platforms, including Twitter, Facebook, Instagram, YouTube, Nextdoor, Trip Advisor, Google Business, and other social media channels to ensure consistency of messages across multiple networks.
- Identifies existing and emerging multimedia tools and channels needed for marketing, tourism and economic development.
- Develops digital content, including videos and graphics, for special programs, promotions and campaigns.
- Works closely with staff to transform abstract concepts into web-based multimedia products, including audiovisual presentations.
- Assists in strategic development and implementation of marketing materials, digital ads and public education campaigns for the Town to promote citizen understanding of Town policies, actions and programs.
- Oversees digital asset management for the Communications Division in accordance with Division needs, goals and state records retention laws.
- Performs other duties as assigned.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of:

- Web standards, content management systems, web/Google analytics and web publishing tools.
- Basic search engine optimization (SEO) techniques.
- Social media platforms, including Facebook, Instagram, YouTube, Twitter and Nextdoor.
- AP style/journalistic standards.
- Email marketing and email list management solutions such as MailChimp
- Digital Asset management
- ADA Compliance (WCAG 2.0 and Section 508 Web Content Accessibility Guidelines)
- Video and photographic equipment.
- Multimedia and video production principles and software, such as the Adobe Creative Suite.
- Marketing, communications and customer service principles.

Skill in:

- The use of usability principles and design standards.
- Digital brand development and maintenance.
- Image and content optimization, and cross-platform browser compatibility.
- Writing and editing.

Ability to:

- Innovate, prioritize, multi-task and project manage.
- Manage multiple projects in a timely and effective manner.
- Prioritize and set schedules to meet changing demands and tight deadlines.

MINIMUM QUALIFICATIONS:

- Bachelor's degree in media arts, communications, marketing, public relations or related field.
- Four years' experience in digital content management and/or marketing/communications, OR an equivalent combination of education and experience.

ENVIRONMENTAL FACTORS and WORKING CONDITIONS:

- Work is performed primarily in an indoor environment.