



TaurangaCity

Job description

Title	Senior Web Content Specialist
Number	9IT437
Group	Corporate Services
Division	Digital Services
Reports to	Digital Online Manager
Direct reports	N/A
Date	18/05/2022

Job holder commitment

The job holder accepts as a fundamental requirement of their employment that they must demonstrate a personal commitment to:-

- modelling organisational values at all times
- a safe and healthy work environment
- assisting Council to fulfil its Civil Defence responsibilities

At TCC we uphold the principles of Te Tiriti o Waitangi by engaging in an effective and meaningful partnership with tangata whenua. We are committed to developing our knowledge and understanding of te reo Māori, tikanga Māori, Mātauranga Māori and our partnership with tangata whenua.

Job purpose

The primary purpose of this role is to use your web content expertise to advise in web best practice in order to lead the organisation to deliver accessible content across all digital channels.

The role is also responsible for publishing web content to ensure information is up to date across all web channels, adheres to web publishing standards, and website usage can be effectively analysed to gain insights into customer behaviour

Key outcomes

Successfully manage web projects.	• Community relations advisors and content owners are led to deliver web solutions, transforming ideas into tangible web deliverables. • Stakeholder relationships and expectations are managed to work effectively with Community Relations Advisors, content owners, external agencies, and product owners.
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Provide key web advice and analytics to inform decision making.	• Monitor and advise on web best practice across the organisation, ensuring content is accessible, suitable and written for the web, search engine optimised, and developed in a way that will enable effective reporting and analysis. • Provide the organisation with metrics and dashboards to examine the effectiveness of web channels and campaigns to support evidence-based decision making • Research and analyse, applying robust thinking and creative problem solving to web issues.
Provide web publishing services.	• Day-to-day web publishing support is provided to the organisation ensuring that Council information is up to date across all websites. • Use HTML and CSS to create and edit web content and create custom page layouts • Look for opportunities to continually improve content and quality of web publishing services. • Support testing of websites to ensure a good customer experience is delivered regardless of the device or browser a customer is using. • Develop web publishing standards and style guides and regularly review and audit the websites against the WCAG guidelines to ensure web publishing standards are adhered to • Maintain the website and page structure, files and file structure, and control user access permissions
Work with the organisation to develop, advise, and provide guidance on surveys and forms.	• Build surveys, forms and dashboards using engagement tools, ensuring all surveys are on brand and have been thoroughly tested before going live • Advise on the best practice development of surveys and forms to ensure an optimal user experience. • Provide training, support and subject matter expertise in the use of engagement tools, including managing user access
Lead, mentor, and support staff in web and online services.	• Mentor the web content specialist through providing training, advice, direction and guidance, and highlighting areas for improvement and personal development. • Training is provided to customer services staff, Community Relations Team, and the wider organisation in regard to using websites and troubleshooting common queries. • Take ownership of the content review process ensuring that content owners have the skills to

	complete content reviews, and that they are completed in a timely manner. • Support the Digital Online Manager with resolving internal and external customer queries and incidents, which may require after hours call outs.
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The job description is not an exhaustive list of requirements, the job holder will be required to perform tasks assigned to them that are not explicitly described in this document.

Person specifications

Essential
• Bachelor's Degree in Communications, ICT, or equivalent work experience. • 3-5 years' experience working in a web publishing or web content development role, including experience developing surveys, forms and dashboards. • Experience in managing, reviewing, and evaluating content to ensure it is written in a suitable style and tone for the web. • A strong understanding of website user experience best practices.

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WHANAKE TE TAI

Our values

Pono / Integrity

We do what we say we will do

Manaakitanga / Respect

We listen to all views and show we care

Whāia te tika / Service

We do the right thing for our community
and each other

Whanaungatanga / Collaboration

We work together and create connections