POSITION DESCRIPTION
Digital Services Officer (POS1065)

Directorate:	Office of CEO	**Department:**	Communications
Position Grade:	Grade 13	**Reports to:**	Digital Services and Design Coordinator
Last review:	February 2019	**Next review:**	February 2021 **Version No.:** 2.0

Position purpose:

To ensure that Council's websites, Staff and Councillors intranet are maintained to high standards, providing fast, accurate and responsive services to the community, external and internal stakeholders.

Identify opportunities, based on research and understanding of changing opportunities in the digital space, to improve Council's digital products, including upgrades and enhanced services.

To perform project work involving deadlines and milestones. Lead projects when required as directed by the coordinator, and provide technical expertise on new builds and workflows.

Key accountabilities/responsibilities:

Responsible for:

1) Ensuring that Council's websites, Staff and Councillors intranet are maintained to high standards. Conduct regular reviews and suggest improvements. Champion other digital initiatives. Taking part on project work led by ITS team leader. Lead projects, when required.

2) Liaise with website vendors as required, follow up on system enhancements available for the CMS, continually develop and implement website improvements.

3) Training of content owners to secure implementation and ensure digital material is up-to-date.

4) Providing excellent customer service and high level technical expertise to ICT customers both internal and external to Council.

5) Develop the website using squiz matrix technologies, and adapt to new CMS requirements as changes occur.

6) Mock up web page layouts for the big and small-scale ICT projects

7) Assisting in web statistics review and analytics monitoring.

8) Design, develop and maintain new websites and web based products and resources and appropriate tools as directed by the Coordinator

9) Work closely with communications leads to ensure that the content of websites and web-based products and resources are accurate and updated timely.

10) Maintain and develop technical infrastructure for Council's Digital Platforms and troubleshoot the issues.

11) Training and helping end user groups who access the Content Management systems (CMS) to update their section of the website, documenting all services, policies and procedures as required.

12) Manage Council Digital Asset Management (DAM) systems for issues surrounding workflows. Currently, Council uses Fotoware DAM.

13) Assist in the management of Council's Intranet service, including upgrades.

14) Maintain accurate logs of technical issues that arise in Council's digital formats

15) Assist in the troubleshooting for all other Council websites

Decisions made in the position:

1) Edit agreed web content prior to the data going live (approved by business owner).

Decisions referred:

1) Website content (in collaboration with Digital/Design Coordinator and Communications team)

2) Recommended design work

3) Workflow recommendations

4) Technical expertise

Key issues/challenges:

1) Budgetary constraints

2) Rapidly changing trends in technology

3) Ensure web content is accurate and up to date.

4) Ensure the design and the look and feel of council's websites are of a high standard and in accordance with policies, procedures and guidelines.

5) Managing a range of content providers for the website and intranet site.

6) Deadlines for uploading of content to the website and intranets

7) Managing the range of content providers for the website and intranet site.

8) Understanding of W3C compliance

9) Coding experience (HTML, CSS, Javascript)

10) Ability work independently as well as within the team

11) Mobile & Responsive site experience

12) Ability to priorities workload and multi task

13) Ability to think conceptually and work with transferable skills

14) Ability to work cooperatively, to accomplish joint tasks and build positive working relationships

Key working relationships:

- ITS Team

- Systems Custodians

- Marketing & Communication Team

- External customers/suppliers/agencies/departments

POSITION SPECIFICATION

Whilst the criteria described below is indicative of the nature of this role, for the purpose of this hiring process please only address the selection criteria listed in the job application.

ESSENTIAL CRITERIA

Qualifications/Licences

- Qualifications in website design or extensive years of equivalent hands on experience

Experience, Knowledge and Skills

- Demonstrated practical experience in administering Content Management System.

- Demonstrated experience in website development and management using HTML, Java & CSS coding and graphic design and responsive design principles.

- Expertise in related fields such as Multimedia Graphic Design (e.g. Adobe Suite, Photoshop, InDesign, Illustrator, Acrobat Pro).

- Sound communication skills and demonstrated customer service experience

- Experience in identifying needs and complying with web accessibility standards

- Demonstrated experience in Web development and support and using scripting languages such as HTML, JavaScript and CSS responsive design principles.

- Ability to update the Squiz CMS Development skills

- Understanding of search engine optimization (SEO) and web site analysis such as Google Analytics

- Works well under pressure and is flexible with hours in order to complete task or experience with working to tight deadlines and multi-tasking

- Experience using WYSIWYG editors.

- Experience in implementing organisational work flows and ability to create interactive web forms

- Demonstrated experience in website mock up website tools.

DESIRABLE CRITERIA

Qualifications/Licences/Experience/Knowledge and Skills

- Knowledge of Squiz CMS, Wordpress CMS, Fotoware

- Knowledge of Local Government websites, environment and functions

- Understanding of W3C compliance

- Understanding of responsive design

- Experience in My Source Matrix web software

- Demonstrated experience in Mock up website tools.

- Project Management Skills

- Digital Asset Management Skills

LIVERPOOL CITY COUNCIL.

THE GREAT SOUTH WEST

Our vision:

Aspiring to do great things – for ourselves, our community and our growing city.

Our values:

Ambitious

Authentic

Collaborative

Courageous

Decisive

Generous