



## City of Philadelphia Division of Technology

<b>Job Title:</b>	<b>Web Producer</b>
<b>Reports To:</b>	<b>Web Development Manager</b>
<b>Unit:</b>	<b>Enabling Technologies</b>

### Summary

The primary responsibility of this position is web content management for the City of Philadelphia. This includes web related projects for multiple internet and intranet websites hosted by DOT. As an integral part of the web team, this position will work with several departments and agencies throughout the City of Philadelphia to manage content publishing workflow and will work closely with Mayor's Office to define and ensure standards. The successful candidate must reside in the City of Philadelphia or establish primary residence in the City of Philadelphia within six months of employment.

### Responsibility

- Responsible for organizing the web content publishing workflow.
- Will maintain an inventory of websites and web content and ensure appropriate placement of content throughout the City's web presence.
- Coordinate with the Mayor's Office to manage specific websites key government websites.
- Promote and direct an engaging use of multimedia, including video, still photography and interactive elements to create dynamic, compelling web content.
- Provide leadership in using the Web to communicate about the City's strategic priorities and initiatives.
- Research, analyze, and consult on the use of new online technologies and techniques to enhance the City's communications efforts.
- Keep current on Web development techniques, including graphic presentation, innovative uses of technology and Web marketing techniques.
- Execute the use of external online social media, such as Facebook, Twitter, and Google News to promote City content to a broad public audience.
- As a member of the Web Team, you will help coordinate the implementation of short- and long-term projects, objectives, policies and procedures for the production and maintenance of all web related issues.
- Identify opportunities for using the web and other online media to further the City's priorities and mission.
- On-call for occasional off-hours updates.
- Other duties as assigned.

### Ability To:

- Respond quickly to time-sensitive requests.
- Ability to work under tight deadlines and reliably deliver work of the highest standards on time.



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### Knowledge Of:

- Knowledge of web standards, design fundamentals, browser compatibility issues for all major browsers and operating systems
- Photoshop, Dreamweaver, Flash, Illustrator
- HTML, DHTML, XHTML, XML, AJAX, JavaScript, CSS
- JavaScript, ActionScript, or Flex a plus
- The principles of packaging, editing and writing for the Web.
- Web accessibility and principles of sound web design.
- Web standards and CSS guidelines
- Search engine marketing
- Information Architecture
- User Centered Design

### Education and Experience

- 3+ years experience in interactive web design
- 2+ years experience as a web content producer or editor
- Prior experience in an online daily news environment highly desirable
- Completion of a Bachelor's Degree program at an accredited college or university, which has included major course work in computer science, information science, web design, communications, journalism, or a closely related field with a minimum of two years experience. Certification in web design and development a plus.
- Degree can be substituted for industry certification with a minimum of three years experience.