



BRA/EDIC EMPLOYMENT OPPORTUNITY

WEB CONTENT MANAGER

JOB POSTING #40-14

DIVISION/DEPT: DIRECTORS OFFICE/MIS

POSTING DATE 9/10/14

EMPLOYMENT STATUS: EDIC Employee

This must be posted for 10 working days , until (9/23/14) before a hiring recommendation can be made

SUMMARY: Under the direction of the Chief Information Officer, you will play a significant role in the overall content strategy for the Boston Redevelopment Authority’s new website. The Boston Redevelopment Authority (BRA) is Boston’s Planning and Economic Development Agency. Every day our passionate team works to build a better Boston through planning, urban design, development review, and employment and workforce development opportunities. We are committed to informing and engaging Boston residents, visitors, business leaders, and others about what’s happening, and how they can become an active participant in our city’s growth. The Web Content Manager will protect the overall consistency of the user experience and coordinate content for bostonredevelopmentauthority.org.

- Proactively work with multiple content providers to update the site in all areas.
- Work closely with the Web Team and departmental liaisons to support all aspects of our external web presence.
- Work closely with Communications Office to maintain a clear content strategy on web outreach channels.
- Maintain quality control of website standards, content style, and branding guidelines
- Research, write and edit content for both internal and external facing websites, as well as, other electronic communications.
- Provide user training and support on content management system (Kentico).
- Coordinate projects with content providers and technical personnel, suggesting interesting ways to present information and engage constituents.
- Act as the primary contact for departments seeking improvements or web channel support, ensuring that requested changes are aligned with best practices.
- Review website analytics and manage keyword research to identify gaps and issues related to information delivery.
- Keep abreast of new web content practices and trends.
- Participate in social media and social media strategy.
- Satisfactorily perform other related duties as required.

QUALIFICATIONS: Work requires a Bachelors degree or equivalent plus a minimum of 3 years of full time professional experience in web content creation, web content management, communications, journalism or related field. Experience working in diverse media formats is required. Must have demonstrated ability to work effectively in a team environment and with all levels of management. Must have the HTML and CMS skills to channel our stories in timely and impactful ways. Knowledge of web technologies, standard concepts, best practices and procedures, including: content management systems, web analytics, XHTML, CSS, and Adobe CS suite. Must have demonstrated ability to work independently and manage multiple projects - some self-initiated - with various timelines.

GRADE: 20

HIRING RANGE: \$62, 038.71 - \$74, 602.90

Submit Resume/Cover Letter To: BOSTON REDEVELOPMENT AUTHORITY, HR, 43 Hawkins Street, Boston, MA 02114

E-Mail: hr.bra@boston.gov

Equal Opportunity Employer

BOSTON RESIDENCY REQUIRED ON THE DATE OF HIRE