

HORIZON HOUSE JOB DESCRIPTION

Title:	Website Content Manager	Department:	HH Connect
Supervisor:	CEO	Effective Date:	4/11/2016
Status:	Full-time (40 hours per week)	Grade XX:	Exempt

Summary:

The person in this position is responsible for identifying content need, acquisition, writing and/or editing and posting content to the Horizon House Connect Websites in a timely and responsive manner. The Position reports directly to the CEO to help develop, implement and maintain the “voice” of the internal on-line presence. The Content Manager will work independently as well as collaboratively with the technical team, staff, Directors, Developers, resident & family constituents to ensure the consistency of quality, standards, freshness, relevancy, appropriateness and frequency of website content.

Essential Job Duties:

1. Identify, solicit, validate, modify and post content for HH Connect website, maintain website content quality to defined standards & repair key links
2. Systemize the development and set standards for acquisition, editing and posting of routine content needs to sustain the consistent voice of internal customer online, improving usability and appeal to increase numbers of users
3. Oversee and direct development and design of websites, monitor developers and assist with web development as able or appropriate
4. Work with developers to enhance the Content Management System to support additional types of content, implementing advanced technical capability of website and work with Technical Team and plug-in providers to repair, modify or enable features and functions as necessary
5. Work directly with CEO, IT team, leadership team, Website Guidance Team, Staff, Resident & Family committees to ensure quality, relevance and standards of all posted content
6. Consult with departments to coordinate, maintain and develop the master content and to support their eventual online independence
7. Ensure the site is user friendly for designated audience by responding to user input and tracking feedback
8. Develop communication plan for engaging and supporting users
9. Work with accounting and key personnel to develop and maintain website budget

Website Content Manager

Secondary Job Duties:

1. Supervise, guide and train department specific content providers to prepare content for posting deadlines, monitor their online work, maintain the content duties spreadsheet and reassign and create new tasks as necessary
2. Conduct demonstrations to educate residents on the benefits of HH Connect
3. Participate and contribute to Website and related meetings and provide leadership for focusing on future online development, including digital communication and social media
4. Advise, develop and edit policies and procedures relating to the Website and Content

Job Requirements:

Ability to communicate effectively with a wide variety of persons using the English language, both orally and in writing. Excellent interpersonal skills. Ability to hold information in confidence. Ability to maintain schedules and work well under pressure. Advanced knowledge of Content Management Systems, (DotNetNuke a plus, but expertise with other system is required), HTML coding, Adobe Photoshop skills, Databases, Spreadsheets and Calendar systems.

Confidentiality Requirements:

Employee accesses, uses and/or discloses Protected Health Information, as defined by HIPAA, only to the extent minimally necessary to accomplish essential job functions. Employee practices appropriate safeguards to prevent unauthorized access, use and/or disclosure of PHR (paper, electronic and oral) within his/her work area.

Material/Equipment Directly Used:

Telephone, photocopier, fax machine, computer, printers, voice mail, content management system, databases, spreadsheets, website plug-ins, YouTube

Physical and Environmental Requirements:

1. The physical activities of this position involve fingering, grasping, reaching, and repetitive motion.
2. An individual in this position will be required to carry or lift items weighing up to 30 pounds.
3. The sensory and communicative activities essential to the performance of this position include hearing, seeing, speaking.
4. An individual in this position will be exposed to inside environmental conditions.