Content Management Specialist –
Permanent Full Time (35 hours per week)

PAY GRADE: $35.497 - $41.761

LOCATION Central Library, 55 York Boulevard, Hamilton ON

START DATE As soon as possible

JOB SUMMARY:

The Content Management Specialist reports to the Manager, Communications and has a dotted reporting relationship to the Manager, Digital Technology Services.

The Content Management Specialist role coordinates the planning, maintenance, and accessibility of Hamilton Public Library online content and content-related services. This includes ensuring that the information, layout, positioning, navigation, and look and feel of content are consistent across online platforms.

The Content Management Specialist is responsible for creating some digital marketing content. The role works within major organizational groups to gain up to-date knowledge of the environment to maintain content across all platforms and systems. Critical thinking, design and good writing skills in addition to understanding of Web development languages, publishing tools and advanced editing toolsets and Web analytics is required.

JOB DUTIES:

Working collaboratively across the organization with all staff and management to perform the following responsibilities:

Strategy, Planning and Project Management
Prepare long-term plans for content development, including standards and guidelines, based on business goals and input from stakeholders across the organization.
In conjunction with digital technology staff, assess and recommend-content-authoring, development, and publishing and analytics tools as required; track new standards and technologies.

Back-up support for search engine and/or social media monitoring and postings to track mentions in online media, Google reviews, etc.

Lead initiatives to upgrade, overhaul or develop content and systems for different platforms such as chatbots, call center or staff knowledge-base across systems, etc.

Lead the technical management and support of major events, conferences, programs and training offered across the library for both in-person and virtual initiatives.

Ability to run programs, train staff and/or the public on technical skills such as software editing, coding, augmented reality, etc.

**Operational Management**
Coordinate virtual campaigns, programs and events using technology platforms.

Record, edit and manage video content for sharing externally and internally in the organization.

Organize all aspects of company-owned content, including documents, records, guides, handbooks, policies, procedures, graphics, sound files, multimedia, and any other collateral deemed as content for the organization.

Work with Communications and Technology teams and vendors to ensure brand consistency across online and print collateral (Google Adwords vendor, graphic design vendor for online and print versions of annual report, etc.).

Collect and define requirements, then create and maintain a consistent operational architecture for content. Apply and/or develop metadata and taxonomies of content.

Develop and implement plans for integrating and delivering content to intranets, portals, Web sites, Call centers, document repositories, content management systems, etc.

Coordinate editorial and quality assurance process with content creators, such as writers, developers and Web designers, and so on. Manage information submission to and updating online content of different systems such as intranets, extranets, Web site, portals, etc.
Digitize if needed, store, and post documents as electronic copies where needed.

Develop and follow taxonomies for management of content across platforms, application servers, and databases.

Collect and maintain metadata of company content for search engine purposes; assist in creation of search engine functionality. Ensure consistent look and feel by promoting uniform fonts, formatting, icons, images, and layout; create templates to assist content authors. Experience with government legislation, in particular the Accessibility for Ontarians with Disabilities Act (AODA)'s requirements and standards applicable to information including the Integrated Accessibility Standards Regulation (IASR), and the Municipal Freedom of Information and Protection of Privacy Act. Work with the Communications Team to review and update digital content online and in branches per AODA compliance.

Find, diagnose, and fix content problems, including broken links (internal and external), typographical and graphic errors, and formatting inconsistencies.

Liaise with systems experts on content, hardware and software issues that affect the availability and accessibility of up to-date content, wherever it exists.

Participate in the development and integration of graphical and multimedia components into the organization’s Web presence.

Develop, implement, and enforce content appropriate use policies. Gather, analyze, report, and act on intranet/extranet/portal/site user feedback.

Research trends, technologies and competitors as regards content, look and feel, and functionality, and for a continuous improvements plan for our organization.

Review, manage, track and analyze Google analytics, Search engine optimization (SEO) online traffic and heatmaps to understand members behavior and increase site usage. Adapt the content and sites to maximize discoverability online following Library procedures and standards.

Other related duties.

**Educational Requirements:**
College diploma or University degree in the field of computer science or library/information sciences plus 3 years in a content management role with demonstrated writing and technical development skills of online platforms; including related digital marketing, or online web content management work experience.

Demonstrated expertise through certifications and/or degrees in job knowledge areas of web development, web content management, writing and communication, and information management is extremely desirable.

**Experience:**
Advanced knowledge of content and Web content management technologies, protocols, and development tools including Drupel, Sharepoint, SQL and/or other Content and Records management tools.

Working knowledge of authoring and publishing tools, for PC and Mac such as Adobe Suite, Camtasia, etc.

Hands-on experience with content-database integration and a range of database platforms, for data analysis and development.

Advanced knowledge of using and interpreting Web analytics including Google Analytics, heat mapping tools, SSO, social media, etc.

Advanced programming experience with HTML and other web authoring and development tools such as Drupel.

Understanding of marketing and customer service principles.

Some experience with computer graphic and multimedia design.

Experience in gathering, analyzing, and meeting business requirements.

Understanding of basic project management principles.

Good understanding of the organization’s goals and objectives.

Excellent knowledge of applicable data privacy and accessibility practices and laws.

Strong knowledge of accessibility and AODA Compliance for all library content.

Experience with developing, maintaining and applying MetaData and Taxonomy principles for various content and content types of organizations.
**Skills / Competencies:**
Excellent written, oral, and interpersonal communication skills.

Ability to conduct research into new content approaches, emerging content management technologies and programming languages.

Ability to present ideas in business-friendly and user-friendly language.

Highly self-motivated and directed, with keen attention to detail.

Good analytical and problem-solving abilities.

Able to prioritize and execute tasks in a high-pressure environment.

Very strong customer service orientation.

Experience working in a team-oriented, collaborative environment.

**Legislative Requirements:**
Works in accordance with all applicable Ontario Public Library, Privacy, Occupational Health and Safety, Employment Standards, Human Rights, AODA, Labour Relations and Pay Equity legislation and all other relevant legislation.

**Organizational Requirements:**
Adheres to policy and procedures identified in the Hamilton Public Library Manuals.

**Applying:**

The deadline for this application is **11:59 p.m. on August 12, 2022.**
Please visit [www.hpl.ca](http://www.hpl.ca) and proceed to Jobs at HPL to apply through City of Hamilton recruiting site.

Candidates proceeding to the formal interview process will also be required to submit a minimum of three (3) references as well as copies of proof of key qualifications (i.e. degrees, certifications, licences, driving abstract) Submission of references also stands as consent to obtain reference checks, personal or background checks and personnel file information as the Hamilton Public Library may require in connection with your employment.
We respect the confidentiality of applicants and check references near the final stages of the selection process.

The successful candidate will have to provide original proof of a Criminal Record and Judicial Matters Check. It is understood that the various checks referred are for employment purposes only and you agree that you will not hold any party liable for the information given or received.

By submitting a resume, you are declaring that the information contained is true and complete to your knowledge. You understand that a false statement may disqualify you from employment or cause your dismissal.

We thank all applicants who apply and advise that only those selected for an interview will be contacted.

**Please be aware the selection process may involve any of interviews, test, and presentations or any combination thereof.**

**Vaccine Verification** – As a condition of employment you are required to provide proof that you are fully vaccinated or provide proof of valid exemption satisfactory to the employer prior to your start date. You must acknowledge and agree to comply with any future vaccine policy requirements as an ongoing condition of employment at the City of Hamilton.

The Hamilton Public Library is an equal opportunity employer that is committed to inclusive, barrier-free recruitment and selection processes. If contacted for an employment opportunity, please advise Human Resources if you require accommodation.