



## **Job Posting**

**October 10, 2016**

**Position:** Jr. Web and Social Media Content Specialist  
**Duration:** Temporary/Contract Position through June 30, 2017  
**Hourly Rate:** Up to \$39.00/hour based on experience (up to 19 hours/week)

### **Duties:**

- Primarily responsible for content modifications, additions, deletions and implementing approved digital enhancements within a web-based content management system based on Drupal and HTML.
- Setup new site pages/sections and campaign landing pages within the web content management system for the City Main Web Site, Chelsea Police and Social Media sites
- Continually monitor the websites/social media engines in a proactive manner to ensure that information is accurate, content is current and pages are free of errors.
- Verify compatibility within all browsers and across mobile devices.
- Work with various City and Public Safety Departments and Web Communications to test new content before move to production
- Maintain metadata and other inputs in the system to optimize search engine results.
- Respond to user enquiries, comments and suggestions.
- Perform image manipulation tasks such as creating thumbnails, image resize, file format conversion and simple image edits.
- Create and maintain multimedia, including photo galleries, slideshows, and videos embedded in Web pages.
- Manage all work request within a tracking system using Google Analytics
- Distribute posting notification to the appropriate City Department stakeholders.
- Verify that all content is approved through proper channels and systems prior to posting.

### **Qualifications**

- Must be able to work effectively both as a team member and independently.
- Demonstrate ability to prioritize, multi-task, and work with minimal supervision in a team environment
- Must be able to create and edit images using software tools such as Adobe Photoshop, Adobe Illustrator or Adobe InDesign..
- Excellent computer skills and proficiency in Word, Excel, Outlook, Internet Explorer and

PowerPoint.

- Be knowledgeable and conversant in web basics.
- Must possess excellent written and oral communication skills in order to effectively communicate with a wide variety of City staff regarding the publication of information on the web.
- Knowledge of multimedia/creative: e.g., interactive/web content, digital graphics/optimization

### **Required Skills**

- Associate's degree in Information Technology or any satisfactory combination of experience and training which demonstrates the knowledge, skills and abilities to perform the above duties.
- Minimum 3 years as a web content/social media coordinator in a fast-paced agency or in-house creative setting with content maintenance responsibilities.
- Working knowledge of computer software such as Windows, Microsoft Office, Adobe Creative Suite, as well as experience with social networking websites.
- Must have excellent skills in editing various types of web content ranging from general text content to specialized digital content.
- Ability to manage time and workload effectively which includes planning, organizing, and prioritizing with attention to details.
- Knowledge and/or experience with HTML, CSS, web analytics, and content management systems is a plus.
- Bilingual skills (English-Spanish) and or experience with the use of web translator APIs desired.

**Please send cover letter and resume to Human Resources Department, City of Chelsea, 500 Broadway, Chelsea, MA 02150, or email [jobs@chelseama.gov](mailto:jobs@chelseama.gov) by November 4, 2016.**

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