



WEB AND DIGITAL MEDIA DEVELOPER

Position Status: Exempt
Reports To: Digital Communications Manager
Effective Date: 01/10/20
Revised Date: 06/05/23
Job Level: P3

POSITION SUMMARY

Under direction, this position:

1. Develops and executes high-visibility optimization projects related to Alliance web properties, in coordination and collaboration with Marketing and Communications Department colleagues
2. Develops and maintains the external website and web content and makes recommendations to enhance user experience
3. Acts as a digital media expert responsible for developing and maintaining an engaging and effective user experience for the Alliance's digital communication properties
4. Performs other duties as assigned

RESPONSIBILITIES

1. Develops and executes high-visibility optimization projects related to Alliance web properties, in coordination and collaboration with Marketing and Communications Department colleagues, with duties including but not limited to:
 - Developing and maintaining Alliance web projects and implementing creative, intuitive, engaging, branded, compliant, and responsive web design
 - Promoting the overall website strategy throughout the Alliance, and seeking ongoing feedback from internal and external audiences
 - Facilitating collaborative relationships between the Marketing and Communications Department and content managers in other departments and providing guidance to internal teams on website content and technical issues
 - Monitoring industry developments and trends, assessing applicability to Alliance communications, and recommending new technologies, solutions and opportunities for improvement
 - Leveraging web traffic to generate the awareness and excitement of users and encouraging existing users to act as ambassadors of the external websites
 - Ensuring a comprehensive multi-channel online experience by working in coordination and collaboration with other Marketing and Communications Department staff
 - Analyzing reports and making website strategy recommendations based on site trends, performance and success metrics
 - Responding to internal requests for website updates
 - Ensuring wireframe design and content deliverables are completed on time and meet expectations, style guide requirements, and stakeholders' approval
 - Communicating regular status updates to stakeholders and ensuring the impact of project changes are understood
 - Developing or supporting comprehensive digital media website content

2. Develops and maintains the external website and web content and makes recommendations to enhance user experience, with duties including but not limited to:
 - Developing and maintaining the WordPress external website and content, including both front-end and back-end development, implementation of themes, and maintenance of plugins
 - Developing and maintaining a compliant and user-friendly website in accordance with specifications
 - Developing and maintaining website landing pages and content, including page layout, graphics, media, and web forms
 - Performing web programming, including writing markup and coding related to web development, web content, web forms, and website security
 - Utilizing HTML, CSS, JavaScript and other markup languages to code and design website content
 - Developing and testing responsive websites
 - Troubleshooting and working with internal and external partners to locate, diagnose, and resolve all website-related issues
 - Serving as the primary resource for developing and maintaining website content, including content editing, and posting on external sites and/or on internal servers
 - Developing, testing, and launching web enhancements and implementing improvements to user experience
 - Collaborating with vendors and stakeholders on website development and maintenance
 - Analyzing web data, user trends, organizational priorities, and the websites of other health plans to develop recommendations to enhance user experience
 - Ensuring compliance with accessibility and web standards, government regulations, contractual provisions and policies, and Alliance procedures and guidelines for websites and web content
 - Creating and maintaining ongoing website reporting and analytics, such as dashboards, visitor activity, and downloads

3. Acts as a digital media expert responsible for developing and maintaining an engaging and effective user experience for the Alliance's digital communication properties, with duties including but not limited to:
 - Developing photography, video, and interactive media as content for the web, social media, and press releases
 - Recording events for promotional use and recording staff events to provide information and enhance company morale
 - Maintaining branding and design standards on the Intranet
 - Maintaining Intranet home page, including banners, announcements and quick tiles, and communications features, including news feeds and auto-digest emails
 - Maintaining Marketing and Communications departmental site content and communication request form process on the Intranet
 - Ensuring a cohesive user experience and consistent branding across all digital media channels
 - Supporting communications initiatives to ensure communications campaigns are launched with a comprehensive, multi-channel approach, including email campaigns, social media, texting programs and digital media
 - Preparing materials, making presentations, and conducting training related to website content and use
 - Participating in Communications Committee meetings and other meetings, as assigned

4. Performs other duties as assigned

EDUCATION AND EXPERIENCE

- Bachelor's degree in Digital Media, Computer Science, Computer Engineering or a related field and a minimum of five years of experience in a communications or computer operations environment which included a minimum of three years of experience performing web development, creative design, content management, and testing and reporting (a Master's degree may substitute for two years of the required experience); or an equivalent combination of education and experience may be qualifying

KNOWLEDGE, SKILLS, AND ABILITIES

- Thorough knowledge of HTML, CSS, JavaScript, jQuery and API's
- Thorough knowledge of web services, such as REST and SOAP, and web forms
- Thorough knowledge of the principles and practices of web design, programming, and coding
- Thorough knowledge of Photoshop, Illustrator and InDesign
- Thorough knowledge of quality assurance (QA) methodologies and processes
- Working knowledge of online video formats and basic video editing
- Working knowledge of Search Engine Optimization (SEO) techniques, the use of social media for business, and landing page optimization
- Working knowledge of WordPress and/or content management systems
- Working knowledge of website best practices, security principles, and web reporting tools and analytics
- Working knowledge of User Interface (UI) design and cross-browser compatibility issues and testing methods
- Working knowledge of the principles and practices of digital media content development
- Working knowledge of performance based measurement, outcomes and metrics
- Working knowledge of the principles and practices of customer service
- Some knowledge of the principles and practices of project management
- Ability to think creatively and develop fresh, compelling, and innovative website content and designs that result in maximum user response and engagement
- Ability to develop and implement responsive website design, in accordance with mobile accessibility standards
- Ability to conduct unit testing of source code, create operating procedures, and produce thorough documentation
- Ability to identify opportunities to incorporate branding into the design and production of website and digital content
- Ability to proofread and edit content for style, tone, completeness, and branding consistency
- Ability to gather, interpret, and analyze information regarding customer expectations in order to develop website content that meets end users' needs
- Ability to translate complex information and ideas into intuitive and effective website content
- Ability to work with internal web portals for document management, searching, sharing, and collaboration
- Ability to assist with the development of department policies, procedures and guidelines
- Ability to interact diplomatically with a wide variety of people, build strong relationships with cross-functional teams, facilitate collaborative discussions, and communicate technical information to non-technical audiences

- Ability to define issues, conduct research, analyze and interpret data, define options, and make recommendations
- Ability to exercise time management skills, manage multiple tasks, effectively set priorities, and complete projects on schedule with accuracy
- Ability to demonstrate flexibility and creativity, demonstrate resourcefulness in developing solutions, identify improvements to existing practices, and effectively adapt to change
- Ability to work independently with minimal supervision and as a member of a team

DESIRABLE QUALIFICATIONS

- Experience administering a website in a business environment
- Experience working in a health care or non-profit setting
- Thorough knowledge of WordPress and/or content management systems
- Some knowledge of vendor and public relations

WORK ENVIRONMENT

- Ability to sit in front of and operate a video display terminal for extended periods of time;
- Ability to bend, lift and carry objects of varying size weighing up to 10 pounds
- Ability to work effectively in a remote work environment
- Ability to travel to different locations in the course of work

This position description, and all content, is representative only and not exhaustive of the tasks that an employee may be required to perform. Employees are additionally held responsible to the Employee Handbook, the Alliance Standard Knowledge, Skills and Abilities and the Alliance Code of Conduct. The Alliance reserves the right to revise this position description at any time.