

**POSITION ANNOUNCEMENT**

<b>POSITION:</b> Web Content Manager	<b>POSTING NO:</b> #1270	<b>DATE POSTED:</b> 6/18/13
<b>LOCATION:</b>  Office of Government Relations & Public Affairs Legal Services Corporation 3333 K Street, NW, 3rd Floor Washington, D.C. 20007-3552	<b>EMPLOYMENT STATUS:</b>  Regular/Full-Time/ Non-Exempt	<b>POSITION REMAINS OPEN UNTIL FILLED</b>
<b>CLASSIFICATION:</b>  Band 2		

**Overview:** Established by Congress in 1974, the Legal Services Corporation (LSC) is the country's single largest funder of civil legal aid for low-income Americans. LSC currently funds 134 independent, non-profit legal aid organizations with more than 800 offices throughout the nation. LSC's mission is to promote equal access to justice and provide grants for high quality civil legal assistance.

Under the general direction of the Director of Government Relations and Public Affairs (GRPA), the web content manager is responsible for managing website content and developing the standards for all aspects of the organization's online presence. The Web Content Manager is responsible for developing content messaging and framework guidance and content standards; identifying and recommending best practices; ensuring best practices and quality standards are implemented, met and maintained; ensuring that all web content is in compliance with LSC's branding and style guidelines, as well as online best practices; and, ensuring that content is delivered, proofread, edited, uploaded, and published in a timely manner. The Web Content Manager will work with a cross-functional team on the planning, design, and deployment of website content and needs assessments. This position is included in a collective bargaining unit represented by the International Federation of Professional & Technical Engineers, Local 135.

**PRINCIPAL DUTIES AND RESPONSIBILITIES:**

1. Develops processes and protocols to govern all components and stages of web content creation and maintenance.
2. Works closely with the Director of Media and Communications Manager and other staff on website content, maintenance, and design; recommends changes as necessary.

3. Participates on cross-functional team charged with defining and outlining strategic direction for form and substance of content.
4. Coordinates web projects across departments, working closely with department liaisons.
5. Establishes branding and style guidelines for website and creates and maintains style guide.
6. Reviews proposed content and recommends any changes necessary to maintain a consistent look and feel throughout all web pages.
7. Copyedits and proofreads all web content to ensure consistency in messaging and voice.
8. Keeps current with emerging web technologies through relevant blogs, listservs, and events and shares new ideas and approaches.
9. Ensures that content is written in plain language and, as necessary, is translated into any languages required by LSC policy.
10. Ensures that web-based information is archived in a systematic way for future needs and reference.
11. Works with LSC's Web Developer to track all website metrics; issues written reports on findings.
12. Monitors website activity; explores ways to increase traffic to the website and discusses proposed new approaches with relevant parties.
13. Creates written guidance and hosts learning sessions to educate internal stakeholders about LSC approved internal processes and protocols.
14. Monitors web architecture and, in consultation and coordination with the Office of Information Technology, updates and revises website to utilize appropriate technology changes and address issues and concerns.
15. Makes recommendations regarding the design of content layout, templates, navigation, and other functionality.

### **CORE COMPETENCIES:**

#### ***General:***

Excellent written and oral communication skills, with demonstrated ability to craft sharp, focused editorial content; sound judgment, initiative and discretion; superior proofreading and editorial skills; sound strategic thinker; highly dependable; capacity for self-management and exceptional attention to detail; demonstrates initiative and is an effective and creative problem-solver; strong and effective organizational and time management skills; adaptable and able to handle multiple projects simultaneously and adjust to shifting and changing priorities under tight deadlines; ability to handle materials of a confidential and sensitive nature; ability to systematically organize and catalogue data and information; able to work independently, as well as on a team; understanding of and commitment to organizational mission and goals.

#### ***Technical/Specialized:***

A bachelor's degree, with a master's degree preferred, and a minimum of three (3) years of website content management, writing, editing, and graphic design, web design or development experience. Advanced proficiency in relevant computer applications (Microsoft Office, PhotoShop, Adobe Acrobat Professional, Dreamweaver, etc.). Solid experience with social

media and mobile web technologies. Knowledge of HTML and experience with content management systems (Drupal, Convio, Kintera, etc.). Experience assessing website needs and providing information and assistance to solve problems. Works with, understands, and able to effectively evaluate relevant technical information.

**SALARY AND BENEFITS:**

Salary: \$50,000 to \$60,000 (including Locality Pay), depending on qualifications and experience. Excellent benefits package.

**APPLICATION PROCEDURE:**

Submit a résumé, cover letter, and salary history to:

Legal Services Corporation  
Office of Human Resources  
3333 K Street, NW, 3rd Floor  
Washington, DC 20007-3522  
Fax: 202.337.6383  
E-mail: [jobs@lsc.gov](mailto:jobs@lsc.gov)

**Note:** Electronic applications are preferred. If applying by e-mail, please include the job title in the subject line. If reasonable accommodation in the application process is required, please notify OHR at 202-295-1571.

Applications will be considered on a rolling basis and the posting will remain open until filled.

**DIVERSITY STATEMENT:**

LSC embraces diversity as a core value. We recognize that our success as a corporation depends upon creating and maintaining a diverse team of talented professionals, and we are committed to a workplace that reflects and supports diverse individual backgrounds and perspectives. Our commitment to diversity, inclusion, and non-discrimination includes race, sex, age, religion, national origin, sexual orientation, gender identity/expression, personal appearance, genetic information, political affiliation, marital status, family responsibilities, disability and status as a veteran, and any other characteristic protected by federal, state, or local laws or regulation. We strive to have a workplace that is comfortable and welcoming for everyone.