CLASS TITLE: CONTENT MANAGER

CHARACTERISTICS OF THE CLASS

Under supervision, assists in the development of a consistent brand identity for the City's technology platform; and performs related duties as required.

This class is assigned to the City's Design Information Technology Job Family which consists of design specialists that simplify the design and makeup of hardware, software devices and user interfaces for products.

ESSENTIAL DUTIES

- Analyzes content performance and assists in the direction of content strategy
- Designs new types of high-impact content
- Participates in the collaborative content planning process including brainstorming, refinement, and finalization of content topics for editorial calendars
- Collaborates with project teams to ensure content plans meet the needs of the organization
- Uses information such as metrics and statistics to create multimedia content that raises brand awareness
- Leads the on-time creation and delivery of high-quality and engaging content to ensure the needs of target audiences
- Works with colleagues across Digital and Web Services to leverage relevant research and data to contextualize it for small business leaders
- Forecasts content performance to align content strategy with business goals and collaboratively make longer-view decisions on team expansion and breadth and depth of content coverage
- Works to collaboratively formulate and execute change initiatives that will keep teams, systems, and content on the leading edge

NOTE: *The list of essential duties is not intended to be inclusive; there may be other duties that are essential to particular positions within the class.*

MINIMUM QUALIFICATIONS

Education, Training, and Experience

- Graduation from an accredited college or university with a Bachelor's degree in English or a directly related field, plus two (2) years of work experience in research content delivery or technology-related content; or an equivalent combination of education, training, and experience.

- **Licensure, Certification, or Other Qualifications**
- None

WORKING CONDITIONS

- General office environment

EQUIPMENT

- Standard office equipment (e.g., phone, printer, copier, computers, mobile devices)

- Standard productivity suites (e.g., Microsoft Office Suite, OpenOffice, Google Workspace)

PHYSICAL REQUIREMENTS

- No specific requirements

KNOWLEDGE, SKILLS, ABILITIES, AND OTHER WORK REQUIREMENTS

Knowledge

Moderate knowledge of:

- *content management systems

- *content creation and delivery

- *HTML

- *technical, financial, and business terminology

- *editorial processes and publishing environments

Knowledge of applicable City and department policies, procedures, rules, and regulations

Skills

- ACTIVE LEARNING - Understand the implications of new information for both current and future problem-solving and decision-making

- ACTIVE LISTENING - Give full attention to what other people are saying, take time to understand the points being made, ask questions as appropriate, and not interrupt at inappropriate times

- CRITICAL THINKING - Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems

- COMPLEX PROBLEM SOLVING - Identify complex problems and review related information to develop and evaluate options and implement solutions

- TIME MANAGEMENT - Manage one's own time or the time of others

- COORDINATION WITH OTHERS - Adjust actions in relation to others' actions

- JUDGEMENT AND DECISION MAKING - Consider the relative costs and benefits of potential actions to choose the most appropriate one

- SYSTEMS ANALYSIS - Determine how a system should work and how changes in conditions, operations, and the environment will affect outcomes

Abilities

- COMPREHEND ORAL INFORMATION - Listen to and understand information and ideas presented through spoken words and sentences

- SPEAK - Communicate information and ideas in speaking so others will understand

- COMPREHEND WRITTEN INFORMATION - Read and understand information and ideas presented in writing

- WRITE - Communicate information and ideas in writing so others will understand

- CONCENTRATE - Concentrate on a task over a period of time without being distracted

- RECOGNIZE PROBLEMS - Tell when something is wrong or is likely to go wrong

- REASON TO SOLVE PROBLEMS - Apply general rules to specific problems to produce answers that make sense

- COME UP WITH IDEAS - Come up with a number of ideas about a topic

- MAKE SENSE OF INFORMATION - Quickly make sense of, combine, and organize information into meaningful patterns

- REACH CONCLUSIONS - Combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events)

Additional Competency Requirements

- COMMUNICATION FOR RESULTS – Writes, speaks and presents effectively. Explains the immediate context of the situation, asks questions with follow-ups and solicits advice prior to taking action. Develops presentations to influence others by using graphics, visuals or slides that display information clearly. Listens and asks questions to understand other people's viewpoints.

- GROWTH MINDSET – Takes ownership of personal growth. Identifies knowledge gaps. Asks questions of subject matter experts and seeks help when needed. Keeps abreast of information, developments and best practices within a field of expertise (e.g., by reading, interacting with others or attending learning events).

- INITIATIVE – Volunteers to undertake tasks that stretch his or her capability. Identifies who can provide support and procures their input. Identifies problems and acts to prevent and solve them.

- OWNERSHIP AND COMMITMENT – Volunteers to undertake tasks that stretch his or her capability. Checks the scope of responsibilities of self and others. Monitors day-to-day performance and takes corrective action when needed to ensure desired performance is achieved. Identifies problems and acts to prevent and solve them. Identifies who can provide support and procures their input.

- CREATIVITY – Participates in problem-solving discussions and suggests ideas as opportunities arise. Accepts that new ways of doing things can improve individual and team results.

- CUSTOMER PARTNERSHIP – Conducts dialogues about improvements at the project or departmental level. Identifies simple product and service improvement opportunities and creates basic cost-benefit proposals. Provides recommendations to customers regarding enhancements to existing products and services as well as solutions that align with strategic performance drivers. Regularly meets with customer representatives to give status reports, and maintains records on customer activities. Demonstrates respect for the opinions of others.

- DESIGN THINKING – Is aware of the components to perform solution design. Seeks to identify the relationships between key variables in a bounded context and solicits assistance when needed.

- DIVERSITY MINDSET – Recognizes own values, preconceptions, language and behavior. Familiar with practices, documentation and resources for managing diversity. Understands multiple cultural frameworks, values and norms.

- ORGANIZATIONAL AND ENVIRONMENTAL AWARENESS – Has an understanding of how the organization is structured. Can articulate at a high level the organization's culture. Has a basic understanding of the processes, functions and operations of the business. Implements solutions for improvements that align with day-to-day business needs.

- QUALITY MANAGEMENT – Is aware of methods and techniques for measuring quality in own work. Is learning the methods and procedures used in the enterprise for developing requirements and measuring results.

- THOROUGHNESS – Applies attention to detail to routine tasks defined in formal, written procedures and oral instructions. Seeks guidance on the quality and the degree of completion

required to complete new tasks. Reprioritizes, as new deadlines are set. Responds constructively to customer feedback on task output.

Other competencies as required for successful performance in the lower-level series.

All employees of the City of Chicago must demonstrate commitment to and compliance with applicable state and federal laws, and City ordinances and rules; the City's Ethics standards; and other City policies and procedures.

The City of Chicago will consider equivalent foreign degrees, accreditations, and credentials in evaluating qualifications.

* May be required at entry.

City of Chicago
Department of Human Resources
March 2023