

Information Technology Specialist (INET) GS-2210-12

Introduction

This position is located in the Chief Information Office, Enterprise System Development Office (ESDO). The incumbent is responsible for the coordination of all content published or posted on DHS.gov website.

Major Duties and Responsibilities

The content strategist will develop extensive institutional knowledge of DHS and its secretarial initiatives and as well as user behavior in order to communicate our objectives to unifying messages to DHS's audiences online. The content strategist is responsible for maintaining the freshness integrity and quality of the content on the web site and for helping to ensure tight integration with related government web sites. Working in close collaboration with the communications team, the content strategist will write, edit and proof web content; research and vet story ideas and create and manage a DHS-wide editorial calendar.

The incumbent serves as a web project manager and in this capacity plans, evaluates and coordinates work of subject matter experts and web content managers to ensure that objectives are met and a high degree of effectiveness is maintained. The content strategist is responsible for the day-to-day management of text, images, video, audio and other content on DHS's web sites working in coordination with content authors across the Department.

Work with the DHS communications and program teams to oversee development of compelling content that support both individual HQ business unit policy and secretarial goals, as well as the overarching narrative of DHS's work

Coordinate the planning, drafting, editing, approving and publication of web content to the DHS.gov website

Assist with editing all content for the web in accordance with strategic communication goals and best web practices. Help plan the frequent updating of text, photography, video, slideshows and other materials. Maintain quality control across the site (links, photos, functionality and content). Manage prominent web content and promotional features on the home page of the web site in order to ensure freshness and relevance

Work with DHS publication owners to re-purpose offline materials for on-line audiences; Lead a content creation cycle will begin with analysis (audience, goals, structure, key points), flows then to design, followed by development, testing and revision and finally evaluation.

During emergency or elevated threat situations the incumbent serves on the Incident Crisis Team by posting relevant content online that helps public safety and situational awareness. 50%

Assist the Director with the development of DHS's websites

Develop relationships with staff across DHS, both operational and programmatic.

Work with the team to recommend and implement Web communication strategies.

Advise on ways to increase awareness and make recommendations to DHS staff and senior managers about new web opportunities and changes in the online communications environment.

Develop and maintain DHS's web project and editorial calendars. 25%

Serve as a technical authority on the web and electronic product development and dissemination process.

Assist with the administration of the content management system and enforcement of DHS's taxonomy and information architecture

Make improvements to the taxonomy and information architecture.

Work closely with the Director of New Media and Web communications team, to draft and implement strategies across DHS to drive increased traffic to the DHS site

With the goal of increasing traffic to the site, improve the compatibility of content with search engines and other promotional strategies.

Communicate and collaborate with members of the DHS Web team and other DHS Website owners to leverage content syndication opportunities

Contribute to and participate in other tasks and special projects. 25%

Performs other duties as assigned.

Factor Level Descriptions

Factor 1-7 Knowledge Required by the Position

Knowledge of analytics and evaluation methods and techniques and web systems methodology to develop an environment that includes approaches, standards, procedures and guidelines for the continuous improvement of department web products and their integration into the department communications and services.

Knowledge of corporate/Federal internal communication methods and strategies

Skill in applying principles/methods to ensure that policies, directives, and guidelines are followed

Practical experience with user-centered design and information architecture management

Experience in developing taxonomies and controlled vocabularies; doing this in large enterprise organizations a plus.

Experience with search engine tuning and search engine optimization

Skill in writing and editing non-technical content for internal and external audiences for electronic publications, manuscripts or on-line instructions for electronic publications; review all content to ensure compliance with 508, W3C, DHS standards and regulations

Broad knowledge of electronic information and data dissemination, web project management, information architecture, usability, content management and user-centered design principles.

Working knowledge of content management systems

Working knowledge of html, CSS, Photoshop, Dreamweaver and Acrobat Professional

Factor 2-4 Supervisory Controls

The supervisor provides general administrative and policy direction defining the employee's assignment. The employee informs the supervisor of potentially controversial findings, issues, or problems with widespread impact. Completed projects, evaluations, reports, or recommendations are reviewed by the supervisor for compatibility with organizational goals, guidelines, and effectiveness in achieving intended objectives.

The incumbent plans work methods and processes and other aspects of the assignment that are mutually acceptable with the supervisor. The incumbent independently carries out assignments and the results are usually accepted and reviewed for fulfillment of target objectives.

Factor 3-3 Guidelines

The employee uses judgment in choosing, interpreting, or adapting available guidelines to specific issues or subjects studied. Subjects studied may be covered by a wide variety of administrative regulations and procedural guidelines.

Guidelines consist of government and departmental regulations on information dissemination and communications as well as specified department goals. Available studies and vendor manuals are also used. Guidelines are general in nature and may be difficult to interpret or apply. The incumbent must select and interpret the appropriate material and establish guidance that assures conformance to the information dissemination goals of the department. Trends and patterns in areas such as workload, types of information, customer needs and usage, research directions and technological advances must be considered to develop plans and solutions to maintain an effective web product development and improvement program.

Factor 4-4 Complexity

The work involves an unusual depth of analysis in an area where approaches, customer needs and technology change at a rapid pace and implementation of improvements can cause extensive changes in agency practices and procedures. In determining implementation and optimization approaches, decisions must be made over lengthy time periods during which assumptions about research directions, customer needs, system usage, major new system implementations, project funding and advances in technology could change considerably. Possibilities for change are developed as a result of exploratory studies that generally involve a wide range of agency outputs that include intermediate and long-term research, reports and indicators, data, and staff analysis, as well as a wide range of technologies and computer software. These

studies require extensive coordination with stakeholders and the evaluation of new approaches and methods is clouded by the lack of similar operational systems available to conduct appropriate studies. Extensive testing, evaluation of results and incorporating customer feedback vary the pace of implementation.

Factor 5-3 Scope and Effect

The work involves improvements in existing systems and operations and development of new approaches to match effective electronic dissemination techniques and customer needs. The incumbent serves as an expert and consultant in the design and management of complex information dissemination systems, specializing in developing methods and approaches for use of web information delivery and its integration with related dissemination systems. The work affects the basic design and use of automated systems that provide for the efficient and effective delivery of department products and the collection and delivery of information and services. Advice and guidance provided by the incumbent affects the work of professional staff and management officials throughout the department and components.

Factor 6 & 7 Personal and Purpose of Contacts

Individuals or groups from outside the agency, including consultants, contractors, vendors, or representatives of professional associations, the media, or public interest groups, in moderately unstructured settings. This level may also include contacts with agency officials who are several managerial levels removed from the employee when such contacts occur on an ad hoc basis. Must recognize or learn the role and authority of each party during the course of the meeting.

To influence and persuade employees and managers to accept and implement findings and recommendations. May encounter resistance as a result of issues, such as organizational conflict, competing objectives, or resource problems. Must be skillful in approaching contacts to obtain the desired effect; e.g., gaining compliance with established policies and regulations by persuasion or negotiation.

Factor 8-1 Physical Demands

The work is sedentary.

Factor 9-1 Work Environment

The work is typically performed in an adequately lighted and climate controlled office.

| Factor | Level | Points |
|------------------------------------|-------|--------|
| Knowledge Required by the Position | 1-7 | 1250 |
| Supervisory Controls | 2-4 | 450 |
| Guidelines | 3-4 | 450 |
| Complexity | 4-4 | 225 |
| Scope and Effect | 5-4 | 225 |
| Personal and Purpose Contacts | 3c | 180 |
| Physical Demands | 8-1 | 5 |
| Work Environment | 9-1 | 5 |

Total Points: 2790

Point Range: 2755-3150

Final Grade: GS-12

FLSA EVALUATION

___ Executive Exemption

___ Exercises appropriate management responsibility (primary duty) over a recognized organizational unit with a continuing function, AND

___ Customarily and regularly directs 2 or more employees, AND

___ Has the authority to make or recommend hiring, firing, or other status-change decisions, when such recommendations have particular weight.

Note: Shared supervision or “matrix management” responsibility for a project team does not meet the above criteria. Limited “assistant manager” functions or “acting in the absence” of the manager does not meet the above criteria.

Met ___ Professional Exemption

Met ___ Professional work (primary duty)

Met ___ Learned Professional, (See 5 CFR, 551.208)

(Registered Nurses, Dental Hygienists, Physician’s Assistants, Medical Technologists, Teachers, Attorneys, Physicians, Dentists, Podiatrists, Optometrists, Engineers, Architects, and Accountants at the independent level as just some of the typical examples of exempt professionals)

or

___ Creative Professional, (See 5 CFR 551.209),

or

___ Computer Employee (See 5 CFR 551.210; must meet salary test and perform such duties as

system analysis, program/system design, or program/system testing, documentation, and modification). Computer manufacture or repair is excluded (non-exempt work).

___ Administrative Exemption

___ Primary duty consistent with 5 CFR 551 (e.g.; non-manual work directly related to the management or general business operations of the employer or its customers), AND job duties require exercise of discretion & independent judgment.

Comments/Explanations: The incumbent serves as an expert and consultant in the design and management of complex information dissemination systems, specializing in developing methods and approaches for use of web information delivery and its integration with related dissemination systems.

Conclusion: Exempt