Job Title	311 Content Management Associate
PVN ID	VA-1703-001699
Category	Administrative Services
Location	OFFICE OF SR. UNIV DEAN FOR ACADEMIC AFFAIRS
Department	CUNY 311 Project
Status	Full Time
Salary	Depends on qualifications
Hour(s) a Week	35
Closing Date	May 25, 2017 (Or Until Filled)

General Description

The CUNY 311 Project is a collaboration between the NYC Department of Information Technology and Telecommunications (DoITT) and the City University of New York. 311 provides New Yorkers with one easy-to-remember number to access all City agencies and services.

The City of New York has established a centralized state-of-the-art Call Center to provide callers with one point of contact to obtain information on all available non-emergency City services.

Responsibilities

Oversee NYC311 content production, including strategy, standards, design, and development.

Write, edit, and approve updates to all NYC311 content, including daily updates, project work, and release work.

Work with NYC311 support teams to ensure that content is accurate, consistent, user-friendly, and efficiently maintained across channels.

Evaluate content's effectiveness using reporting and feedback. Plan, coordinate, and implement updates as needed.

Serve as a NYC311 content spokesperson and advocate both internally and externally. Work collaboratively to develop a vision for clear, engaging, usable content. Articulate that vision to a variety of stakeholders in meetings, presentations, and documented materials.

Set, maintain, document, and train on content strategy, standards, and procedures.

Update content after-hours as needed.

Other Duties

Qualifications

Editorial expertise: ability to write and edit user-focused, task-oriented content that is easy to navigate, read, and understand; commitment to quality and consistency in style, tone, and format

Web content design expertise: experience with web content design, information architecture, and user experience

Technical expertise: experience with content management systems or the ability to quickly learn these and other tools as needed; ability to troubleshoot basic technical problems and act as the liaison between content and technical teams

Analytical skills: ability to think logically and critically, to synthesize and analyze information, and to identify problems and design solutions

Leadership, project management, and people skills: ability to establish and articulate a vision, goals, and project plans; equal ease working independently and collaboratively to get the job done

After-hours availability: willingness to work outside normal business hours to update content when needed