

Content strategist, Senior

Salary

\$75,000-\$86,000, commensurate with experience

What you'll do:

- Serve on multidisciplinary teams to concept, prototype, and implement content solutions for city services
- Identify and model content types for websites, applications, printed resources, and in-person transactions
- Design content production workflows and documentation based on the needs of stakeholders and department staff
- Develop and maintain appropriate voice for produced content
- Guide and coach team members and stakeholders on content strategy and writing for the web, especially colleagues who are taking on new tasks and roles
- Pursue continuing engagement with internal and external users, and participate in planning inclusive user research
- Participate in establishing standards for services across the city to improve usability, comprehension, and efficiency
- Commit to making what we build fully accessible to the people we serve
- Share what we make and how we make it through community meetings, blog posts, and other functions
- Serve as a subject matter expert in the hiring process for additional Design, Technology, and Innovation Fellows

What we're looking for

- 3+ years of professional experience designing content for online experiences, websites, applications, or advertising
- Experience in delivery of content strategy documentation, such as content inventories & audits, gap analysis, voice & tone guides, metadata & search strategies, content templates, and governance models
- Ability to determine what channel and content type are appropriate to meet user needs
- Knowledge of lean and agile design methodologies, including expertise in determining when and how to use specific approaches, deliverables, and facilitation methods
- Comfortable implementing research findings into strategy and engaging in iterative design and rapid prototyping
- Ability to engage with a wide range of digital specialists, subject-matter experts, stakeholders, and the public to produce best-in-class solutions
- Experience analyzing and participating in qualitative user research
- Knowledge of web standards and best practices related to accessibility, usability, and writing for the web
- A passion for public service and a commitment to doing the hard work that's necessary to improve our city services

Minimum qualifications

- Two years of relevant work experience
- Graduation from an accredited four-year college or university with major course work in a related field. An additional 4 years of experience can substitute this education requirement.

