

GIRL SCOUTS OF CONNECTICUT

Position Title: Web Content Specialist

Reports to: Director of Communications/PR/Marketing

Location: Hartford

POSITION SUMMARY:

The Web Content Specialist is responsible for developing and maintaining the content of Girl Scouts of Connecticut's website.

The Specialist develops, implements, and manages strategies and tactics in revising and enhancing the website to promote Girl Scouts of Connecticut to its constituency and to assist in achieving the council's communication goals.

She/he assists in developing and implementing the goals and objectives for the council's communication/PR/marketing plan and is a key member of the communications team.

She/he projects a professional council image through in-person and phone interaction. At all times she/he must portray a positive image that is representative of policies, procedures and standards of Girl Scout movement.

MAJOR ACCOUNTABILITIES

1. Creates, develops, and implements a comprehensive annual council website plan, which integrates with the departmental plan and that of the organization.
2. Participates in establishing website policies, procedures, goals, and budgets, and also manages the website budget - lines.
3. Writes, edits, selects and prepares for the website all content as needed.
4. Works closely with the web development company to perform day-to-day maintenance, content updates, and support to the council website – keeping information fresh and relevant.
5. Supports the council's positioning and branding efforts by reviewing, editing, and pre-approving all materials submitted to be posted on the website for internal and external audiences, to assure we relay a consistent message.

6. Works closely with the web development company to develop clear and easy-to-use website sections and pages that will position Girl Scouts of Connecticut as a recognized girl empowerment organization, establish a strong user base, and increase the council's visibility statewide.
7. Seeks to further the council's web presence through the use of social media and other emerging web tools by exploring the opportunities, integrating them in council marketing plans and executing the plans as scheduled.
8. Works with all members of the Communications/Public Relations/Marketing department to provide integrated promotional direction and support to all departments within the Girl Scouts of Connecticut.
9. Carries out other duties as assigned.

SKILLS AND COMPETENCIES

The ideal candidate will possess experience in communications, and/or website management. She/he will demonstrate proficiency in MS Office Suite, and website development or management programs and will possess excellent communication, proofreading, editing, organizational and time management skills. The candidate understands the importance of maintaining strict confidentiality in all matters and has the ability to work with volunteers and staff in a professional manner.

EDUCATION

Bachelor's Degree in communications and/or continuing education in Information Technology preferred; or equivalent experience.

COMPENSATION BENEFITS

Girl Scouts of Connecticut provides a competitive salary and benefits package.