



# Content Author Job Description





# Content Author Job Description

## Background

Site ownership, content authoring and actively contributing to online ways of working is an important and valued skill here. For the most part site owners and content authors take on the content authorship role on top of their current role. The current job description remains unaltered and as such there is no formal recognition of the role they take in making products, services and information available to their fellow staff members. Furthermore, when the team member leaves the organisation or move roles, their authoring activities are not necessarily visible to the recruiting manager, and as such this important function is not replaced.

### Call to action for content authors or site owners

Have your work in this acknowledged and formalised by adding it to your performance goals and development plans.

### Process for adding content authoring or site ownership to your Job Description

- 1 Read through this document, decide which authoring responsibilities fit within your remit and mark them down.
- 2 Discuss the idea with your manager and show them the types of responsibilities you would like to add in.
- 3 Having decided the appropriate responsibilities with your manager, add them to your current Job Description.
- 4 Work with HR to get this into the HR system





# Site Owners

Site owners are those managers, leaders and senior people that have the authority to determine how the intranet and the Modern Workplace can be used to support their part of the organisation. Site owners have the ultimate responsibility for the online content. They ensure there are sufficient content authors with appropriate training for their area. This includes assigning temporary resources to cover absences by their content owners and authors. It is the responsibility of the content owner to ensure that all content is handed over prior to an absence, including handing over content permanently in the event that an author changes roles or leaves the organisation.

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## Points for Inclusion in Site Owners Job Descriptions

Use the following list as a starting point for inclusion in your job description. Choose specific items that relate to you and your online role, or use these as a starting point and develop them to meet your specific needs.

- Overall responsibility for the content online for the XYZ team. In particular ensuring that it represents the requirements of the team/ area/ project and meets the needs of the end-user.
- Coordinate the internal team in relation to authoring and proper use of online channels to drive business unit/ brand/ programme goals and imperatives.

## Points for Inclusion in Site Owners Job Descriptions (continued)

- Monitor user-generated content for appropriateness.
- Monitor site analytics and report on key performance indicators (KPIs).
- Arranges new temporary or permanent ownership of content.
- Approves content as being fit for sharing with the broader organisation.
- Lead efforts to create and maintain a sound site navigation (information architecture or classification schema).
- Manage the site landing page to maintain a proper balance of content and tools.
- May add, delete, amend content and maintain existing content to ensure it is accurate and up- to-date.
- Ensures the content meets the business requirements and governance guidelines.
- Reviews content on a regular basis, to ensure it is relevant, owned and serving the needs of the end-user.
- Conduct research to understand the needs of end-users and stake holders.
- Involve users in structured design and planning activities
- Understand the basic technology platforms at play.
- Work closely with key stakeholders to understand their needs and involve them in planning and problem solving.
- Coordinate the efforts of content owners.
- Communicate actively with all main stakeholder and user groups.
- Provide introductions and training to users of all different levels (including average users, content owners, news authors, group owners)







# Content authors

Content authors are responsible for the compilation and publication of relevant content for their area. They are part of a large and important community of practice that ensures that the needs of the business areas are represented across the organisation, and equally that end-user needs are understood and met.

## Points for Inclusion in Content Authors Job Descriptions

Use the following list as a starting point for inclusion in your job description. Choose specific items that relate to you and your online role, or use these as a starting point and develop them to meet your specific needs.

- Continuously improve the digital content and publishing capability of the team/ project's online offerings.
- Representation of and, champion for the needs of the online audience.
- Writes and publishes content to the intranet that is suitable for online consumption and meets the needs of end-users.
- Ensures previously published content is relevant and up-to-date.
- Writes content that is suitable for online consumption.
- Maintain a sound site navigation (information architecture) for their business area, programme, project, initiative.

## Points for Inclusion in Content Authors Job Descriptions (continued)

- Manage the landing page to maintain a proper balance of content and tools.
- Lead projects to improve owned sections of the intranet and/ or delivery new tools through the intranet.
- Monitor user-generated content for appropriateness, implement resolution processes and escalate where necessary.
- Monitor site analytics and report on key performance indicators (KPIs) and take the appropriate action (resolve or escalate).
- Manage common administrative tasks in the intranet software, or liaise with the appropriate support staff around those tasks.
- Work closely with key stakeholders to understand their needs and involve them in the implementation planning and problem solving.
- Communicate actively with all main stakeholder and user groups.
- Be an active member of the authoring community (provide introductions and training to users of all different levels, share success stories, failures, lessons learned etc.)
- Be an exemplar digital practitioner, attend workshops, consume and act on statistics, read and research in the area, participate fully in the organisation's online community, take pride in and measure the effectiveness of the online offering for both the business and for end-users.





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