

Title: Digital Content Coordinator	Effective Date: June 24, 2017	Grade: XIII	Job Category: Professional
Prior Title: Website Coordinator	Prior Effective Date: October 21, 2016	Grade: XII	Page: 1 of 1

CHARACTERISTICS OF WORK

As an integral team member of the Public Information Office, the Digital Content Coordinator is responsible for development, coordination and maintenance of the Department’s digital initiatives.

EXAMPLES OF WORK

The following examples are intended only as illustrations of various types of work performed. No attempt is made to be exhaustive. Related, similar or other logical duties are performed as assigned. The Department may require employees to perform functions beyond those contained in job descriptions. The Department may modify job descriptions based on Department needs. The Arkansas Department of Transportation is an "at will" employer.

- Coordinate, create, and maintain content development for the Department’s external Internet site.
- Maintain third-party Internet vendor accounts used by the Public Information Office.
- Assist in managing the Department’s traveler information site, IDrive Arkansas, including updates and maintenance.
- Monitor analytics on the Department’s external Internet site and IDrive Arkansas.
- Make purchases related to the IDrive Arkansas account using the Department’s purchasing card.
- Manage user account access to the ARDOT Construction and Travel Information System (ACTIS).
- Coordinate, create, and maintain content development for the Department’s internal and external visual communication platforms.

MINIMUM REQUIREMENTS

The educational equivalent to a bachelor’s degree from an accredited college or university in a field related to the advertised position OR the educational equivalent to a diploma from an accredited high school plus four years of experience in related field. Prior work experience in content development, maintenance, and coordination. Experience with content management platforms, digital development programs, and beta testing. Working knowledge of Microsoft Office Suite. Familiarity with Adobe Dreamweaver, Photoshop, Illustrator, or similar software. Valid driver’s license.

(“Accredited” means the educational institution or program is accredited by an accrediting organization recognized either by the United States Department of Education or by the Council for Higher Education Accreditation.)

A criminal background check will be required to determine suitability of employment, and failure to meet these standards may cause the applicant to be rejected or terminated from that position.