



CITY OF SOUTH BEND

INNOVATION & TECHNOLOGY

Web Content Manager (Contractor)

BACKGROUND

The City's Department of Innovation & Technology is seeking a web content manager experienced in WordPress to execute one to several web improvement and content management projects for city teams.

The Department of Innovation & Technology manages data, technology, and IT for the City of South Bend. The Department houses 311, Business Analytics, Applications, Infrastructure, Services, and Civic Innovation. For many technology and web projects, the Department works in a hybrid, collaborative environment suitable for remote contract work.

Given the seasonal and temporary nature of certain types of information technology projects, the Department often partners with contractors (individuals or firms) to fill temporary or seasonal or specialized needs relating to projects, implementations, or strategic initiatives. Note that this contracted position can be filled by an individual or an entity.

Note that this contracted position will be able to set either part-time or full-time hours for performance of the web content management services based on the contractor's discretion and project needs, though preferences are for applications that are available to >20 hours a week and/or available during business hours.

Note that the contractor(s) chosen do not have to live in South Bend or be available for in-person work, but that in-person availability is preferred.

DESIRED SKILLS

This contractor should have:

- Experience with WordPress – either managing WordPress sites or creating them
- Solid understanding of effective use of WordPress plugins and eco-system
- Able to train end users on how to create new content on WordPress
- Ability to manage multiple projects
- Ability work independently and with a team
- Excellent communication skills, written and verbal

It is preferred that this contractor have:

- Some experience with HTML and CSS, (JavaScript/jQuery would be a plus)
- Familiar with Google Analytics
- Familiarity with other web tools/products the City uses in tandem with WordPress (ex: form builders, newsletter managers, design tools)
- Understands some best practices in terms of WordPress security
- Experience with information/content management best practices
- Experience with UX testing and human centered design principles
- Experience with ideation and design activities like card sorting, storyboarding, creating personas/user stories, and drafting webpage mock-ups
- Knowledge of industry tools like Adobe, Zeplin, OmniGraffle, Illustrator, Sketch, Figma, atnd Miro a plus

SELECTION CRITERIA

Applicants will be assessed based on the following:

Item	Points
Website creation and content management experience in WordPress	+25 points
Familiarity with City tools	+5
UX/Human-Centered Design Skills and Knowledge	+10
Interview	+15
Reference(s)	+10
Ability to work >20 hours a week	+10
Ability to be available for ~10 hours a week during business hours	+10
Ability to work in person at least once every two weeks	+5
Value Ratio (pricing proposed is on budget and/or proportional to the expertise, experience, and services being offered)	+15

SELECTION PROCESS

The selection process for this contract will be as follows:

1. Applications open 3/10/2023
2. Applications close 4/7/2023
3. Some applications chosen to move forward to a resume request phase.
4. Some applications chosen to move forward to an interview phase.
5. Applicant(s) chosen (target is by end of April 2023)

The City reserves the right to extend the application period. The City reserves the right to not select a proposal. The City reserves the right to repost this contract position if needed. The City reserves the right to stop or suspend this contract hiring process.

HOW TO APPLY

Applicants should apply at <https://forms.office.com/r/a5W2pzA2t3>

Filling out the above is sufficient for an initial application. The City reserves the right to ask for additional documentation such as resumes, references, or work products during later stages of the process.

Note that documents such as certified checks or evidence of financial responsibility do not apply to this position and will not be requested.

Questions? Please email itps@southbendin.gov.