



**Classification: Staff Services Manager I (Supervisory)**

**Position Title: Website Content Supervisor**

**Position Number: 801-350-4800-001**

**Division Branch: Communications and Public Relations**

**Location: Sacramento County**

### **Job Description Summary**

Under general direction of the Website Product Manager, Staff Services Manager II (SSM II), the Staff Services Manager I (SSM I), Website Content Supervisor, supervises the tasks and day-to-day operations of the Web Specialists and Content Editor, and is responsible for developing, evaluating and optimizing the content strategy for Covered California's public facing website, CoveredCA.com. The SSM I serves as a strategist and liaison for the Communications and Public Relations (PR) Division, working with other Covered California divisions and vendors to develop, evaluate and optimize digital content for related and integrated web products, such as the chatbot and the online enrollment portal, to attract, engage and serve current and potential Covered California enrollees. This role is responsible for relationship building and establishing website publishing processes across the organization, and ensuring all content is strategically aligned with the company's goals and effectively engages target audiences. Duties may include access to information systems that contain protected enrollee information, including federal tax information, protected health information, and personally identifying information.

### **Job Description**

#### **35% (E) Web Content Strategy**

Develops and participates in overseeing the web content strategy for CoveredCA.com, ensures alignment with the website's overarching annual product roadmap. Supervises a team of editors, content translation, and drives the development, and implementation of content publishing processes. Utilizes web content management techniques, digital -communications branding, writing, and editing standards and guidelines to produce clear and concise web content strategies, including information architecture and information design (content hierarchies for UX and UI to work with), and web content development. Works closely with cross-functional teams to optimize content flow, enhance consistency, and improve overall content quality. Conducts analysis and shares findings with the Website Product Manager and web team for review and consideration, including recommendations for how to craft the most optimal web content strategy to align with roadmap goals as well as organizational and consumer needs.

Oversees and ensures inclusive content design, accessibility and support for content and effective user experiences in languages other than English. Supports other Covered California divisions to

deliver cohesive messaging strategy on consumer information and Covered California program offerings between CoveredCA.com and the chatbot digital experience.

### **35% (E) Web Publishing Implementation and Collaboration**

Collects, reviews and prioritizes information related to core program areas and initiatives and works to make the information clear, motivational, meaningful and non-technical, aligned with the Covered California brand voice and optimized for various screen sizes and languages for diverse audiences. Reviews complex health insurance content and provides a user-friendly and understandable interpretation to target consumer website audiences. Collaborates with Covered California divisions, including but not limited to Marketing and Legal, to ensure content aligns with the Covered California's strategic goals and initiatives. Leads content planning meetings and prioritizes content initiatives based on strategic objectives.

Establishes and enforces web content guidelines to maintain consistency, voice, and tone across all website content. Oversees the development and refinement of website content creation workflows and publishing processes to improve efficiency and scalability. Collaborates with internal stakeholders to create standardized content production and approval processes.

### **20% (E) In-Language Content Oversight**

Oversees and coordinates content translation efforts to ensure all web content and materials are accurately translated and culturally relevant. Manages relationships with translation vendors or internal divisional staff to ensure high-quality and timely translations. Develops and implements best practices for the translation and localization of content. Manages the quality and timelines of translation projects and maintains regular communication with internal staff involved to ensure the in-language content being delivered meets the required standards and deadlines and aligns with the Covered California voice and tone across all languages. Monitors vendor performance and troubleshoots any issues related to quality, accuracy, or delivery delays. Explores, evaluates and implements advanced translation technologies, to accelerate workflows, streamline processes, and reduce manual work. Collaborates with the Website Product Manager (SSM II) on integrating translation platforms within the website content management system to create a seamless workflow from content creation to translation and publication. Travels locally to attend off-site meetings and trainings.

### **10% (M) Testing and Support**

Implements clear and concise strategies for testing content that will identify strengths and weaknesses from various user/consumer perspectives. Analyzes user testing reports and contributes to user personas and their web flows. Works collaboratively with user experience (UX) and user interface (UI) designers, copywriters, other website team members and those responsible for the health insurance shopping tool and enrollment portal to create actionable user tests related to content and messaging on CoveredCA.com. Supports other specialists on the team, including web copywriters, vendors, and UX and UI designers. Works in conjunction with the Website Product Owner, other supporting divisions and external partners, and vendors to understand organizational priorities and needs and develop strategies on behalf of the web team and Covered California.

### **Scope and Impact**

- a. *Responsibility for Decisions and Consequences of Error:* This position has a high level of independence in making decisions for design and requires both independent thinking and work, as well as significant cross-collaboration with both the Communications and PR and External Affairs and Community Engagement (EACE) Divisions and other Covered California divisions. Failure to do so can cause delays in releasing completed work and an ineffective website for consumers which can impact our ability to serve consumers, create confusion and an unfavorable impression of the Covered California brand, and ultimately prevent consumers from enrolling or remaining with Covered California.
- b. *Administrative Responsibility:* No specific budget responsibility is assigned to this position.
- c. *Supervision Exercised:* Directly supervises the following classifications: Information Officer I (Specialist) and Associate Governmental Program Analyst.
- d. *Frequent Internal Personal Contacts:* Communications and PR staff and management, other Covered California staff and management, such as Information Technology and EACE staff.
- e. *Frequent External Personal Contacts:* Public, both online and in-person. This includes agents, enrollees, and others who would interact with CoveredCA.com.

### **Physical and Environmental Demands**

#### *Work Environment*

Work in a climate-controlled office under artificial lighting; exposure to computer screens and other basic office equipment; office space is open and thus noisy; work in a high-pressure fast-paced environment, under time-critical deadlines; work long hours; must be flexible to work days/nights, weekends and select holidays as needed; during peak periods, may be required to work overtime; appropriate dress for the office environment.

#### *Essential Physical Characteristics*

The physical characteristics described here represent those that must be met by an employee to successfully perform the essential functions of this classification. Reasonable accommodations may be made to enable an individual with a qualified disability to perform the essential functions of the job, on a case-by-case basis. Ability to attend work as scheduled and on a regular basis and be available to work outside the normal workday when required. Continuous: Upward and downward flexion of the neck. Frequent: sitting for long periods of time (up to 70%); repetitive use of hands, forearms, and fingers to operate computers, mouse, and dual computer monitors, printers, and copiers (up to 70%); long periods of time at desk using a keyboard, manual dexterity and sustained periods of mental activity are need; frequent: walking, standing, bending and twisting of neck, bending and twisting of waist, squatting, simple grasping, reaching above and below shoulder level, and lifting and carrying of files, and binders. Note: Some of the above requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

### **Working Conditions and Requirements**

- a. *Schedule:* Core business hours are Monday through Friday, 8:00 am - 5:00 pm. May be required to work outside of core business hours.
- b. *Travel:* Travels locally to attend off-site meetings and trainings up to 20% of the time.
- c. *Other:* Must be available to work increased hours and outside normal working hours during peak periods.