

**Job ID : CEET05**

**Work Location : Chennai**

**Role : Web Content Admin**

**Monthly CTC : Upto 1 Lakh**

**Qualifications:**

- ✓ BE / B Tech / MCA / MSc / ME / M Tech
- ✓ 6-8 years in Web Content Management System (CMS) Administration

**Responsibilities**

- ✓ Responsible for developing and implementing the overall website content strategy based on various Government department goals and objectives.
- ✓ Creating various types of websites, microsites, and web pages through Content Management Systems (CMS)
- ✓ Develop, create, and manage engaging content that aligns with the strategy, and addresses the needs and interests of multiple stakeholders
- ✓ Implementing web content for websites, microsites, online content forums and social media
- ✓ Build cross browser compatible pages for the websites using the layouts and templates available in the CMS.
- ✓ Prepare images for web publishing.
- ✓ Update and maintain websites and correct errors.
- ✓ Generate ideas for marketing the site and expand its reach to as wide an audience as possible.
- ✓ Increase traffic to the site and gain a higher profile in search engines using SEO tools
- ✓ Aid in creating new website design and layout.
- ✓ Administer and maintain the website and database.
- ✓ Work with Web Developers and department to gather content for the website—images, texts, etc.

- ✓ Research and work with Web team and user department on expanding and developing content and new features for the website.
- ✓ Developing and sending e-marketing campaigns through CMS
- ✓ Web site / Applications / API Availability Monitoring, log analysis, Web Page Analyzer, Website Monitoring Reports (Performance / Availability monitoring, etc..)
- ✓ FTP Monitoring and Access Control for users
- ✓ Website Trending / Analytics Report using various tools
- ✓ Capable to handle the tasks independently.
- ✓ Performs any other related duties incidental to the work described therein

### **Requirements**

- ✓ Experienced with one or more CMS (Liferay, Drupal, etc.)
- ✓ Very Strong knowledge of HTML, CSS, JavaScript, JQuery and other web technologies
- ✓ Proficiency with Adobe Dreamweaver and Adobe Software Suite, including Illustrator, and Photoshop
- ✓ Excellent team working skills
- ✓ Willingness to learn and take on new tasks as the need arises
- ✓ Experience and knowledge of social networking sites, and technical integration familiarity with Internet technologies such as Social Media, YouTube, RSS feeds, blogs, podcasts, etc.
- ✓ Highly organized and ability to work on multiple projects at once
- ✓ Able to communicate confidently and clearly with a variety of stakeholders
- ✓ Usage of Web Analytics tools such as Google Analytics, Search Engine Optimization

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