

**VACANCY NOTICE  
OF:**



**FOR THE POSITION**

## **Web Content Specialist**

### **JOB PURPOSE**

Reporting to the Manager, Corporate Communications & Stakeholder Relations, the Web Content Specialist plans and executes the design of attractive web and social media sites that create amazing user experiences; and maintains and upgrades service for all TTL's sites.

### **ACCOUNTABILITY**

The Web Design Specialist will be held accountable for:

- Creating the look, layout and features of the website and other social media sites.
- Maintaining and upgrading all sites and monitoring their performance.
- Working with all users within TTL to keep content updated.

### **KEY DUTIES**

1. Assesses clients' needs, conceptualizes website design, plans and executes all visual design stages
2. In collaboration with internal industry specialists, designs, plans and maintains a website that is easy to use, has a strong and attractive visual presence, centralizes resources, promotes local attractions and activities, lists local tourism businesses, suggests itineraries, provides historical and geographical information on different locations, provides interactive maps, accommodation listings and centralized booking systems.
3. Develops site navigation by categorizing content and funneling traffic through content.
4. Develops site content and graphics by coordinating with brand and packaging specialists, copywriters and graphic artists to create and design images, icons, banners, audio enhancements, etc.
5. Prepares site by installing and configuring server software; installing programming language using authoring and formatting tools; ensuring cross-platform compatibility; establishing links.
6. Establishes locatability by registering with search engines.
7. Upgrades site by updating content and graphics; monitoring performance and results; identifying and evaluating improvement options; introducing new technology; maintaining links.
8. Protects site by designing and installing security precautions.
9. Maintains site appearance by establishing design guidelines, best practices and display standards and enforcing content and standards.
10. Keeps equipment operating; troubleshoots breakdowns; performs preventive maintenance; and establishes a service program.
11. Provides support to internal stakeholders on website content issues.

12. Optimizes the volume of inbound traffic from search engines to the organization websites as well as the goal conversion rates.
13. Continually revitalizes and optimizes campaign landing pages for stronger Search Engine Optimization (SEO) ranking.
14. Evaluates and analyses data related to usage of all digital sites; tracks branding, packaging, marketing promotion and campaign analytics and prepares reports for relevant Divisions.

## **QUALIFICATIONS AND EXPERIENCE**

- First Degree in Journalism, English or Communication or Computer Information Systems or other relevant discipline.
- Certification in REACT (Facebook) and or Angular (Google) or similar Web Content Certification.
- At least 3 years' post qualification experience in the design and maintenance of web sites and other social media platforms such as Facebook, Twitter, Instagram.
- Demonstrable graphic design skills with a strong portfolio.
- Solid experience in computer programming, process flows, storyboards and site maps.
- Sound knowledge of animation, design imaging, multi-media design, programming and technology, and video and audio editing.
- Excellent verbal and written communication skills.
- Detail-oriented.
- Creative and innovative.
- High level of teamwork.
- Knowledge of HTML and other Web scripting languages and design software such as Photoshop, Illustrator, Google Analytics, SEO/SEM.
- Proficient with Microsoft Office Suite.
- Up to-date with the latest Web trends, techniques and technologies.

## **REPORTING RELATIONSHIPS**

The Web Design Specialist reports directly to the Manager, Corporate Communications and Stakeholder Relations.

**If you meet the above requirements for this opportunity and wish to be considered, kindly email your cover letter and resume to [recruitment@visittrinidad.co.tt](mailto:recruitment@visittrinidad.co.tt)**

**Cover Letter must be addressed to:**

**Manager, Corporate Services**

Tourism Trinidad Limited

Level 18, Tower D

International Waterfront Centre

1A Wrightson Road

Port of Spain.

**Kindly note that only shortlisted applicants will be contacted.**

**Deadline for submission of applications is December 31, 2024**