

**JOB TITLE: Executive Web Producer**

### **General Objectives**

Guide and facilitate the development of Brand's internal and external web presence to expedite achievement of the Brand's strategic goals. Establishes, plans, directs and implements the user interface standards, design guidelines, GUI prototypes, html page design and management and development methodologies.

### **Nature and Scope of Position**

- This regular, full-time position.
- Guides the development and implementation of high-level content, design standards, information architecture and interface, web-client standards, web-based database access resources, web-authoring support systems and related procedures and documentation.
- Works collaboratively with the Brand's users, business units, content developers, and workgroups to determine and meet the web communication needs of the Brand.
- Works to determine budget and resource allocations necessary to support web operations.

### **Principal Duties and Responsibilities**

- Help establish Web Team to facilitate the development of Brand's web presences.
- Working with business units such as Marketing and Executive Team to determine the business strategy for Internal and External web sites.
- Based on the business strategy, determine the strategy and direction for end-user web-content creation tools.
- Develop and communicate standards for web content development. Grow the web-authoring skills. Work with owners of web content areas (Web Coordinators) to ensure that standards are met and that content is accurate and up-to-date and meets the business needs of the Brand.
- Ensure that web content and services are continually evaluated and enhanced through tools such as web-usage reports to web authors, end-user surveys, and measurable goals.
- Create and maintain navigational and informational presentation standards.
- Participate in Information Services and Brand workgroups and activities as appropriate.

### **Qualifications**

- Bachelor's level education or equivalent, plus five or more years experience in online merchandising, web/information design, web development and technical project leadership.

- Must have online merchandising experience with proven P&L responsibility and show growth
- Must have experience in/with Nutrition and/or health information
- Conversant in general with Macromedia, Adobe and Microsoft software, including web-based database access technologies.
- Strong project management skills with the ability to work in a team environment in situations in which ambiguity and multiple priorities are likely.
- Excellent ability to write, speak, and use images to clearly and persuasively communicate in technical and non-technical subjects with both technical and non-technical audiences.
- Capable of integrating technical skills and strategies with business needs analysis and strategic thinking about communication.