Job Description

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Web Content Specialist</th>
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<tbody>
<tr>
<td>Department/Program:</td>
<td>Information</td>
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<td>Reports to:</td>
<td>Chief Information Officer</td>
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<tr>
<td>Managing:</td>
<td>N/A</td>
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<tr>
<td>FLSA Status:</td>
<td>Exempt</td>
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<tr>
<td>Origination Date:</td>
<td>October 15, 2019</td>
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ABOUT US

The National Head Start Association (NHSA) is a nonprofit organization committed to the belief that every child, regardless of circumstances at birth, has the ability to succeed in life. NHSA is the voice for more than one million children, 200,000 staff, and 1,600 Head Start grantees in the United States. Since 1974, NHSA has worked diligently for policy changes that ensure all at-risk children have access to the Head Start model of support for the whole child, the family, and the community.

NHSA is located at 1651 Prince Street, Alexandria, Virginia 22314. Our four-story office is less than a five-minute walk from the King Street-Old Town WMATA metro stop, which also connects with the DASH and VRE transportation systems. We are conveniently located in Old Town Alexandria surrounded by plenty of food options including sandwich shops, restaurants, food delivery services, and a Whole Foods Market.

MISSION AND VISION

NHSA’s vision is for Head Start to lead – to be the untiring voice that will not be quiet until every vulnerable child is served with the Head Start model of support for the whole child, the family, and the community – and to advocate – to work diligently for policy and institutional changes that ensure all vulnerable children and families have what they need to succeed. NHSA’s mission is to coalesce, inspire, and support the Head Start field as a leader in early childhood development and education.

OUR CULTURE

NHSA is proud of our inclusive, collaborative, and professional culture. We value and reward teamwork, initiative, creativity, and intellectual and professional growth. We seek those qualities when considering people to join our team.
Collaboration
NHSA works in teams—we share ideas, brainstorm endlessly, and constantly seek innovative ideas that advance NHSA’s and Head Start’s missions.

Vision
NHSA values colleagues who see and seize opportunities, take risks, learn from failure, and bring a relentless passion for our mission.

Creativity
NHSA team members use data to form original insights. We find ways to incorporate innovative ideas and approaches that exist in the rich and vital Head Start community to pursue our mission.

Mindfulness
NHSA has an organization-wide commitment to strive for excellence; we set clear objectives, achieve ambitious goals, ensure accountability for results, and focus on our impact.

Intellectual Growth
NHSA values those who are curious and hungry for knowledge. Reflecting Head Start’s 50 years of commitment to continuous improvement, our staff is committed to personal and professional growth, understanding, and commitment to NHSA’s mission.

THE OPPORTUNITY
The opportunity to succeed in school and in life, regardless of circumstances at birth, is a core American value, and for the past fifty years, the Head Start community has embraced the challenge of delivering on that value and changing life trajectories for the nation’s most vulnerable children and their families. A strong and sustainable future for Head Start will mean the success of generations of children who may otherwise struggle throughout their lives. Their future success rests on the knowledge, commitment and collaboration of families, programs, researchers and policymakers.

We communicate with over 300,000 people each year with our web and social media assets. We promote and share technical knowledge and advocacy to the early childhood education community daily. To support this, NHSA is seeking a Web
Content Specialist to maintain and grow our digital assets. This position will report to the Chief Information Officer, and will work in a matrix-management organization with various units including information technology, membership, special projects, and partnerships.

The ideal candidate will be highly organized and be able to set objectives, manage, and see projects through completion. He/she/they should have the strength and ability to work independently and as a vital and contributing member of a team. Our Web Content Specialist should have an excellent working knowledge of Drupal and CMS systems in general; the ability to install and maintain modules; Drupal 8 experience is especially helpful. This position interacts largely with our information technology and marketing teams. An unwavering commitment to NHSA’s mission and a can-do attitude will make him/her/they successful.

Major Duties and Responsibilities

Maintain Web Assets (30%)
- Maintain our various web properties for updates and security.
- Back up and maintain databases, project files, and content.
- Transition CMS core files and modules to best serve NHSA needs.
- Be the content area expert on web design and management.
- Advocate for web resources to the larger Head Start community.

Web Content (50%)
- Work with teams within NHSA to create engaging web content.
- Organize, curate, and archive NHSA web content.
- Be innovative in the use of our web properties to achieve outstanding results.
- Generate traffic reports and efficacy metrics.

Information Technology (20%)
- Be a member of the IT team to address specialized needs.
- Identify synergies between NHSA operational components.
- Contribute to NHSA’s legacy of innovation.
THE REQUIREMENTS

- A good ear for sensing the trends that are emerging through the Head Start community and a perception of patterns that are becoming evident, and a strategic understanding.
- Capacity to design and execute multiple and constantly changing projects, with both creativity and high-quality work, on tight deadlines.
- Innovative and analytical approach to problem solving.
- Ability to adapt quickly and confidently to new challenges and job requirements with entrepreneurial thinking, even while under pressure.
- Highly effective communication skills, both written and verbal, and strong persuasion and influencing skills.
- Make use of good judgement, flexibility, and problem-solving skills.
- Excellent knowledge of web development tools and practices.
- Excellent knowledge of CMS systems (Drupal, Wordpress).
- Competency in Centos Linux.
- Competency in MySQL databases.
- Competency in Internet security practices.
- Competency in Microsoft Office and Google Suite.
- Strong ability to learn new software and/or tools in order to execute the responsibilities of the position.
- Bachelor’s degree; a thirst for learning a plus.

THE PROCESS

Please submit your cover letter, résumé, and example websites (2 or 3 URLs) to jobs@nhsa.org with Web Content Specialist in the subject line.

NHSA IS AN EQUAL OPPORTUNITY EMPLOYER. All qualified applicants will receive consideration without regard to race, color, national origin, marital status, religion, gender, age, disability, sexual orientation, gender identity or expression, personal appearance, family responsibilities, political affiliation, or enrollment in a college, university, technical school, or adult education.