

Content Owner

The content owner is anyone who generates or gathers content that needs to be published on our corporate web site(s).

It is assumed that content delivered to the online content strategy manager will already be approved by legal, and have any required or specific collateral and/or images provided.

The content owner has 3 distinct touchpoints with the online content strategy manager.

1. Editorial Calendar Review – high traffic areas are addressed for fresh and updated content.
2. Web Content Review – Particular content is reviewed and approved after being modified and adjusted for web publishing.
3. Stage Content Review – Particular content is reviewed and approved in a production staging environment.

Online Content Strategy Manager

The online content strategy manager is a central point of contact for all online editorial content on our corporate web site(s).

Content is received from the content owner and processed to be published on the web. This processing includes putting content into an information architecture and driving interaction design.

The editorial content calendar is the key resource to manage content on the websites and make sure it is fresh and up to date. The calendar will track high visibility content components like:

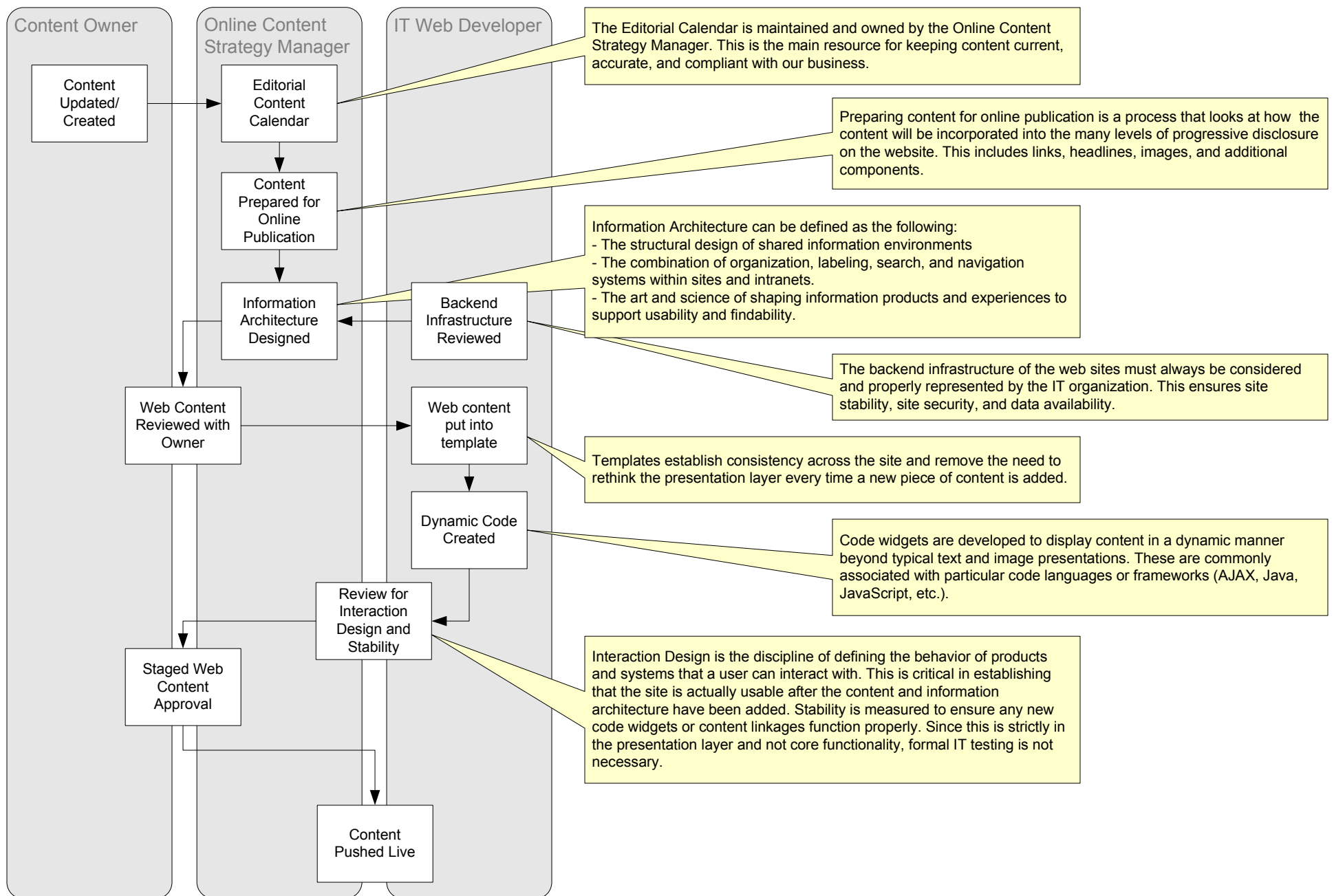
- homepage promotions
- products
- featured content
- images

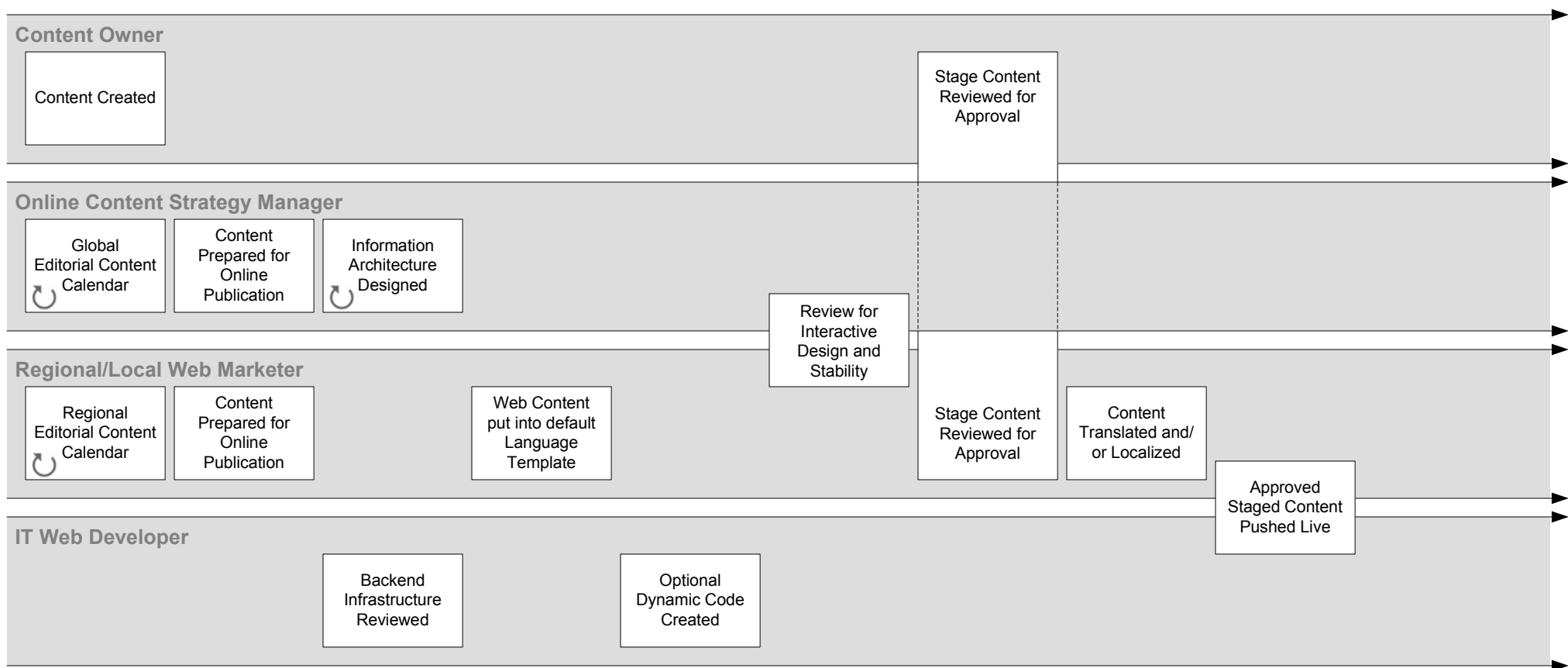
IT Web Developer

The IT web developer is a member of the IT organization who has direct access to the backend infrastructure and templates for the website.

The IT web developer represents the IT infrastructure to enhancements with information architecture and interactive design.

The key areas of ownership for the IT web developer are in template creation/modification and creating code widgets to display content dynamically. Strong collaboration will be maintained with the online content strategy manager for interactive design and site stability as well as the production publication process.





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It is assumed that content delivered to the online content strategy manager will already be approved by legal, and have any required or specific collateral and/or images provided.

The content owner maintains ownership of content regardless of the channel it is used in (print, web, multimedia, etc.), and as the owner approves all content publication.

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Regional/Local Web Marketer

The regional or local web marketer is responsible for managing translation/localization of content, as well as collecting and/or creating region or market specific online content.

The regional/local web marketer will collaborate with the global online content strategy manager to develop and apply information architecture, interactive design, usability enhancements, and content structure to the regional or market web sites.

The region/local web marketer will also interface with the content owner for content generation and approval.

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