

Roles and Responsibilities of One EPA Web Editors-in-Chief (EICs)

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Required Skills and Abilities

Project Management. EICs serve as the project manager and primary point of contact for microsites and resource directories. They coordinate the work of interdisciplinary teams to ensure that the teams work effectively and that team objectives are met. They determine assignments, set priorities, monitor progress towards meeting deadlines, and report that progress to the One EPA Web Executive Editor-in-Chief in the Office of Web Communications. EICs are accountable to their respective Communications Directors or Public Affairs Directors.

Communication; Leadership. EICs should possess excellent written and oral communication skills for communicating with a wide variety of staff. Corresponding openly and directly, listening, diffusing conflicts, and eliciting and applying technical information are essential skills. EICs provide leadership in coordinating the publication of information on the web, and should serve as champions for One EPA Web. EICs should be able to foster great team dynamics, and should effectively communicate to team and management benefits of the project, expectations, progress, and resource needs.

Problem Solving. Successful EICs are self-motivated, creative and flexible. Serving as EIC will place a high demand on troubleshooting and creative abilities. EICs have broad freedom to act using their professional judgment. They conduct assessments, make recommendations, determine direction, and initiate planning efforts.

Primary Responsibilities

1. serve as the lead for the topic(s) identified in the [annual Web plan](#), and
2. coordinate content development and maintenance with subject matter experts across the agency

Specific Tasks (See the [Step-by-Step Guide](#) for more details)

1. Learn about One EPA Web.
2. Be familiar with EPA web standards and Section 508 requirements.
3. Understand responsibilities as Editor-in-Chief, and the size and scope of the project.
4. Define the purpose, audiences and top tasks for your site.
 - Inventory and analyze existing web content, identifying information our visitors request but that is missing.
 - Assess customer and staff needs for content and services via web statistics and feedback.
5. Coordinate with all affected HQ offices and Regions. If necessary, establish a team/workgroup.
6. Establish milestones and a publishing timeline. Set priorities for completing microsite or resource directory in a timely way.
7. Take training and read guidance.
8. Determine the format for the new site and plan the site's structure.
9. Manage resources for all tasks (as applicable: coding; development of videos and other multimedia, social media, and maps); microsite home page design; and usability testing).
10. Transform content for inclusion in the Web content management system. Ensure that content is: concise; accurate; in conformity with agency editorial standards and guidance; written and organized for the site's audiences; and written for web viewing.
11. Build your test site in the Web content management system.
12. Get your site reviewed and approved, and publish.
13. Deploy and market your site.
14. Develop a long-term governance plan.
15. After launch, actively manage it.