

10. Site management

The site is managed and content is published within a defined management framework. (See the e-Content Management chart - Appendix A)

The **e-Content Strategy Group (eCSG)**:

- makes recommendations on the Authority's e-Content strategy in the context of Access to Services
- formulates site visual design, structure and navigation
- makes connections between related content on the site
- has the main editorial advisory role for content
- in liaison with the e-Content Team formulates standards and ensures they are observed within departments
- represents the publishing needs of departments
- highlights and builds on best practice in web publishing

The **e-Content Team (eCT)** has responsibility in the following areas:

Quality Standards

- advise eCSG on the development of standards
- produce web publishing standards
- provide editorial scrutiny of the overall quality of content
- co-ordinate site content to ensure citizen focus
- oversee standards compliance
- work with departments to improve quality
- conduct usability testing and technical analysis to ensure site is accessible to all

Training and support

- provide day-to-day help facility
- deliver training in the use of WCM
- commission writing for the web training
- advise on style and content

WCM management and administration

- provide central administration eg data entry rights and password allocation
- ensure documents and pictures are made available to content authors
- template production and development
- troubleshoot performance issues
- liaise with the WCM supplier on all system issues
- register and maintain the Authority's domain names

Site development

- co-ordinate site development in liaison with the e-Content Strategy Group
- develop technical applications that support WCM
- consult internal and external users on site development
- provide dynamic news and features content to ensure freshness and currency
- maintain and develop home page to reflect eCSG and Customer Management (CM) requirements

Promotion and publicity

- develop marketing strategy
- promote the sites
- raise awareness and profile of sites

Emerging and alternative technologies

- review emerging technologies with eCSG and CM
- develop appropriate content for alternative technologies with eCSG
- develop compatible versions of sites for alternative technologies

Linkages with related work

- advise and support staff working on related projects eg electronic service delivery, access to services, connecting with communities
- ensure linkages are made to e-Content within related projects