

Intranet Manager Job Description (Senior)

The Senior Intranet Manager will manage the current intranet and lead the project to build a new intranet. For all stages of the intranet's development, this person will hold responsibility for the overall visual design, site navigation, site content, engagement and training of users, coordination with key stakeholders and oversight of the technology.

I. Primary responsibilities

Content: The actual words and files on the intranet

- Coordinate creation of a visual design and theme for the intranet
- Conduct research to understand intranet user needs
- Lead efforts to create and maintain a sound site navigation (information architecture)
- Manage the homepage to maintain a proper balance of content and tools
- Oversee authoring and proper use of online channels for official company news
- Manage projects to deliver intranet content or tools to mobile devices
- Lead projects to improve sections of the intranet or deliver new tools through the intranet
- Monitor user-generated content for appropriateness
- Monitor site analytics and report on key performance indicators (KPIs)

Technology: The underlying hardware and software

- Oversee software selection, including creation of requirements/specifications
- Ensure proper coordination between the IT Department and intranet software vendors
- Understand the basic technology platforms at play
- Liaise with the IT Department and software vendors on technical questions of implementation and upgrades
- Manage common administrative tasks in the intranet software, or liaise with IT staff around those tasks

Engagement: Interaction with users and stakeholders

- Coordinate oversight and planning bodies
- Manage the core implementation team

- Work closely with key stakeholders to understand their needs and involve them in planning and problem solving (including Communications, IT, HR, Risk and Legal, as well as executives and administrative staff)
- Coordinate the efforts of central content owners
- Involve users in structured design and planning activities
- Communicate actively with all main stakeholder and user groups
- Support intranet group owners in maintaining active communities
- Provide introductions and training to users of all different levels (including average users, content owners, news authors, group owners)

2. Administrative responsibilities

- Engage consultants as necessary for implementing certain development, planning and design activities
- Maintain the intranet project budget

3. Qualifications & skills

- 2 to 5 years of experience managing and implementing intranets or collaboration software
- Basic understanding of the components of common web technology (HTML, CSS, JavaScript)
- Understanding of top level business strategies and organizational structures
- Project management experience
- Excellent verbal & written communication skills
- Excellent interpersonal skills
- Strong leadership skills to coordinate and facilitate activities with colleagues
- Ability to handle sensitive and confidential situations with diplomacy
- Highly experienced with Office applications, including word-processing, spreadsheet, and presentation software
- High level of comfort with social software and other web-based technologies