**DRAFT**

**KM Content Manager**

The KM Content Manager is responsible for focusing on how content is managed throughout the organization’s knowledge management process activities, and providing users with access to trusted, relevant knowledge products. The KM Content Manager determines where content is located, who created it or is responsible for updating or deleting it, the format, and who uses it for what purpose. The KM Content Manager makes content more readily available for collaborative knowledge creation and sharing through creating, applying, organizing, and transferring information.

**Reporting Relationship:**

There seems to be several possible options for the location of the KM Content Manager in an organization:

1) Reporting to a CKO/KM Leader

2) Reporting to a CIO/Information Services Leader

3) Reporting to a business unit leader, Industry, or service line leader

**KM Content Manager Competencies:**

The competencies necessary for a KM Content Manager will include the following knowledge, skills, abilities, and attributes.

**Knowledge:**

1. Knowledge and understanding of the KM strategy and road map for the organization and the business units or service
2. Knowledge of business unit databases and Web sites to determine the appropriate security levels and relevance to protecting the content, intellectual capital, and knowledge content resources of the organization
3. Knowledge of current enterprise content management processes required for organizing content so it can be discovered and managed throughout its life cycle
4. Knows how to support and maintain the content management needs of KM-related leadership business unit or service line leadership teams
5. Knowledge of how to conduct a knowledge asset/content inventory to identify and prioritize information assets that support the organization’s mission and strategic initiatives
6. Knowledgeable about content management design and development tasks
7. Knowledgeable about the essential sources of knowledge, internally and externally, needed by the organization
8. In-depth knowledge of Enterprise Content Management processes
9. Knows how to coordinate, promote, share, and leverage content knowledge and information resources across the organization
10. Knowledge of content management processes that focus on organizing knowledge to answer information requirements
11. Knowledge of developing a taxonomy or structure for storing and managing content
12. Knowledge of how to accumulate various internal and external sources of content for assigned areas, and share the information with other KM and user knowledge-related team members
13. Knows how to build, develop, and maintain content management systems
14. Knows how to assist customers and KM user communities in increasing effectiveness efficiency of content

**Skills:**

1. Skilled at providing procedures for identifying content within newly created knowledge
2. Skilled at facilitating collaboration by broadening content availability and making it easier to share knowledge
3. Skilled at submitting newly developed content for approval or validation with other organization business units, as required
4. Skilled at providing version control procedures for managing content as the content evolves through the organization
5. Skilled at identifying the organization’s needed content, when it is needed, the desired format, and how it must be made available to help the organization accomplish its business strategy mission
6. Skilled at determining where and how content will be created, organized, applied, and transferred.
7. Skilled at standardizing content
8. Skilled at using templates to ensure all data are entered properly.
9. Skilled at archiving, labeling, and identifying structured and unstructured information.
10. Skilled at moving outdated and irrelevant knowledge from databases and user repositories.
11. Skilled at reviewing content that exceeds a specified retention date or does not meet usage benchmarks
12. Skilled at using metrics to determine how effectively knowledge is contributing to understanding and decision making and whether knowledge is being shared or used
13. Skilled at making knowledge content visible in appropriate repositories, insuring the reliability of the information
14. Skilled at creating and maintaining data asset catalogs that are searchable by user-friendly applications.
15. Skilled at making knowledge products accessible, understandable, reliable, and searchable by a variety of users. Skilled at establishing content metrics to track user behavior, identify trends, and improve service quality
16. Skilled at supporting the organization’s KM policies and procedures regarding content management
17. Skilled at facilitating knowledge transfer between business units and organizational leaders
18. Skilled at developing comprehensive document naming conventions, data tagging policies, and data organization for the business units
19. Skilled at training staff members on how to obtain explicit knowledge stored in knowledge networks, databases, and information systems
20. Skilled at coordinating with the CKO/KM Leader and other business unit leaders and user groups at incorporating current standards to improve information search and retrieval across various data sources
21. Skilled at demonstrating and understanding key issues in a complex situation
22. Skilled at producing high-quality, on time work products
23. Skilled at managing multiple projects in an organized and systematic manner
24. Skilled at demonstrating a responsive, reliable, client-oriented approach
25. Skilled at anticipating user content needs
26. Skilled at effective listening skills and being open to others opinions and feedback
27. Skilled at influencing and persuading others
28. Skilled successfully managing projects, prioritizing work tasks, and demonstrating the ability to handle multiple assignments concurrently
29. Skilled at serving as a trusted business advisor in identifying customer’s content needs, and synthesizing information requirements
30. Skilled at developing an overall content management strategy to address the content business needs
31. Skilled at developing good business cases and the rationale for the recommendations
32. Skilled in the use of KM content management tools and applications
33. Skilled at working with other KM Content Specialists throughout the organization
34. Skilled at holding KM content management teams accountable for the currency and reliability of content management repositories

**Abilities:**

1. Ability to determine who manages the documents
2. Ability to determine what technology is available for management of content
3. Ability to develop templates for storage and presentation of documents
4. Ability to develop content management processes for internal management
5. Ability to determine if the unit or organization will manage and identify their documents
6. Ability to determine roles and access rights for content
7. Ability to determine workflow for content
8. Ability to determine the level of access that documents need by potential user
9. Ability to determine a timetable for content retention and validity checking
10. Ability to develop taxonomies for special content applications
11. Ability to develop content management processes and roles for content specialist within the organization’s business units
12. Ability to use information management software tools and capabilities to organize and integrate content management among user groups
13. Ability to supervise and conduct KM process training, including content management procedures for staff members
14. Ability to deliver content analyses through effective communication, written and oral presentation, to all levels of management within the organization
15. Ability to demonstrate excellent technical written and verbal communications
16. Ability to work in a team environment using effective interpersonal skills
17. Ability to achieve positive results through influence, leadership, and coaching
18. Strong analytical and problem solving abilities
19. Ability for attention to detail and accuracy
20. Ability to maintain confidential information and the trust of others
21. Ability to work flexible hours to accommodate the customer’s needs
22. Ability to deliver consistent results individually and in a team environment
23. Ability to give effective presentations at all levels within the organization
24. Ability to project manage and complete multiple tasks in a fast-paced environment
25. Ability to utilize research and analytical techniques
26. Ability to bring clarity and definition to projects that are often highly unstructured, initially ambiguous, and complex

**Attributes:**

1. Content expertise
2. Systems thinker
3. Process oriented
4. Detailed oriented
5. Planner
6. Coach
7. Mentor
8. Positive attitude
9. Influencer
10. Persuasive
11. Executive presence
12. Strong work ethic
13. Networker
14. Strategist
15. Flexible
16. Idea generator
17. Open minded
18. Fosters innovation
19. Strong project manager
20. Consensus builder

**Requirements:**

Bachelor’s degree or comparable work experience regarding content management

Master’s degree in Knowledge Management, or KM certificate supplemented by continuous learning in knowledge management

**Years of Experience:**

5-8 years proven, high quality KM experience in content management area, and/or related work experience