

## Job Description

**JOB TITLE:** WEB CONTENT SPECIALIST

**PAY GRADE:** CL 22

**LAST REVISED:** MAY 2019

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job. Additional or different duties from the ones set forth below may be required to address changing business needs/practices.*

### **SUMMARY DESCRIPTION**

Under the administrative direction of the appropriate manager, this position provides overall content and maintenance for the District's website to ensure an engaging and streamlined user experience. The Web Content Specialist provides writing, editing, maintenance and support for webpages through coordination with the college community. Also, maintains the look, feel, and tone of webpages to adhere to institutional branding, messaging, web style guidelines, and accessibility.

**REPRESENTATIVE DUTIES** - *The following duties are typical for this job classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.*

1. Proactively develops, edits and maintains content on the college's online entities including websites and landing pages within the District's Content Management System, mySierra portal and other web related content, with strategic attention to creating a consistent and engaging user experience. Updates appropriate links on college website and keeps current with related resources and search engines.
2. Creates new pages from templates to maintain an appealing flow and uniformity with regard to college branding, visual images, font, photos, and layout. Maintains clean and valid HTML and CSS.
3. Implements standards for web content and editing, navigation, usability, consistency, tone of webpages.
4. Evaluates the organization and content of the webpages to ensure users navigate the website in an intuitive and logical manner.
5. Assures that all college web entities are in compliance with federal and state accessibility (Section 508) standards.
6. Collaborates with the District's Information and Instructional Technology (IIT) Department to coordinate with web servers, portal servers and portal administration.
7. Works with college community (administrators, faculty, and staff) to understand the web needs and translate into accurate, relevant and well-written web content.
8. Provides support and training to college community for the website and other related web applications. Sets up permissions and workflows for college community to suggest webpage content edits.
9. Regularly monitors and analyzes user behavior, needs, preferences and objectives using a wide variety of qualitative and quantitative methods, including web analytic tools, surveys and focus groups.

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10. Produces and analyzes reports into meaningful reports for key stakeholders. Translates results into recommendations and actions for improvement of user experience and SEO.
11. Participates in the planning and implementation of district-wide technology tools to ensure effective integration into the college website.
12. Assist with writing and editing for other projects, when needed.
13. May train and provide work direction to assigned student workers and temporary help as assigned.
14. Performs related duties as required.

**QUALIFICATIONS** - *The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

### **Knowledge of:**

- Writing and editing disparate content to achieve a consistent voice
- Proper English language composition, usage, grammar, syntax, vocabulary, spelling and punctuation
- Web content management systems
- Web analytics tools
- Federal and state accessibility (Section 508) standards
- Basic web layout and design concepts and principles
- Basic HTML and CSS

### **Abilities and Attributes:**

- Ability to learn new technologies and systems, and adept at training others.
- Strong aptitude in organizing and verbalizing complex information.
- Strong aptitude for configuring and using technology tools.
- Excellent communication skills, both orally and in writing.
- Interpersonal skills.
- Self-starter with the ability to work independently, with department or as a member of a committee or workgroup.
- Ability to facilitate discussions with college community to understand their webpage needs.
- Ability to evaluate website content and navigation for effectiveness using data, evaluation tools, usage reports, interviews and observation of behavior.
- Ability to effectively prioritize work in order to meet deadlines and maintain schedules to anticipate future deliverables.
- Ability to adapt to rapidly changing processes and procedures, especially those involving the use of technology.

**Education and Experience Guidelines:** *Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

### **Education/Training:**

A Bachelor's degree from an accredited college or university with major coursework in English, Communication, or a related field.



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**Experience:**

Two or more years of increasingly responsible experience in writing and/or editing content intended for public consumption and web based content.

**PHYSICAL DEMANDS AND WORKING ENVIRONMENT** - *The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

**Environment:** Work is performed primarily in a standard office setting.

**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally walk, stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

**Vision:** See in the normal visual range with or without correction.

**Hearing:** Hear in the normal audio range with or without correction.