JOB TITLE: Web Content Specialist

PAY GRADE: CL 23

LAST REVISED: July 2025

*Job Descriptions/Class Specifications are intended to present a descriptive list of the range of duties performed by employees in the job and are **not** intended to reflect all duties performed within the job.*

Sierra College has a strong commitment to the achievement of equity and inclusion among its faculty, staff, and students and values the rich, diverse backgrounds that make up the campus community. A strong candidate for this position must have the understanding and ability to successfully support individuals with varying backgrounds. This includes persons with disabilities, various gender identities and sexual orientations, as well as individuals from historically underrepresented communities and other groups. Our District is committed to providing strategies for success and proactive student-centered practices and policies focused on eliminating equity gaps to ensure the District provides an inclusive educational and employment environment focused on strategies for success and equitable outcomes for all.

SUMMARY DESCRIPTION

Under general supervision from assigned manager, provides overall content and maintenance for the District's website(s) to ensure an engaging and streamlined user experience; provides writing, editing, maintenance, and support for webpages through coordination with the college community; and maintains 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. Develops, edits, and maintains end-to-end content of District websites and landing pages within the District's Content Management System (CMS), including WordPress, Knowledgebase platform, mySierra portal, and other web-related content; creates a consistent and engaging user experience on desktop and mobile devices.

2. Utilizes industry software to develop wireframes for presenting layouts to key stakeholders for review and approval, including, but not limited to, Adobe Creative Cloud and Figma; guides creation of new pages to meet District branding guidelines for graphics, fonts, photos, layouts, readability, and accessibility.

3. Collaborates with Public Information Officer (PIO), marketing staff, and project managers, to identify and deliver effective web content, landing pages, and analytics for District marketing campaigns.

4. Implements best practice standards for web content, editing, navigation, usability, consistency, and tone of webpages; maintains clean and valid Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS) code; coordinates and manages all website content technical specifications, including, but not limited to, keywords, meta titles/descriptions, Search Engine Optimization (SEO) strategies, 301 redirects, 404 errors, short/custom Uniform Resource Locators (URLs), indexability by web crawlers, and site/page load speeds.

5. Conducts routine website audits to maintain accuracy, consistency of presentation, optimized functionality, and effective organization, including consolidating content and adding clear calls to action (CTA).

6. Reviews and advises on website compliance with federal, state, and local requirements and Web Content Accessibility Guidelines (WCAG 2.0+).

7. Works with college community to understand web page/content needs and translate requests into accurate, relevant, and well-written web content.

8. Monitors and analyzes user behavior, needs, preferences, and objectives using qualitative and quantitative methods, including web analytics tools, Software as a Service (SaaS) tools, surveys, and focus groups to identify new content opportunities and make necessary updates.

9. Analyzes data and produces reports for key stakeholders; translates results into recommendations and actions for improvement of user experience and SEO.

10. Manages event calendars to create awareness of District activities and events.

11. Participates in the research, planning, and implementation of District technology tools to ensure effective integration into the District website, including, but not limited to, student support and case management programs, Learning Management Systems (LMS), Banner Enterprise Resource Planning (ERP) system, Trumba, online chat tools, digital maps, and other website widgets and plugins.

12. Collaborates with Information Technology Services (ITS) and third-party vendors to coordinate web and portal servers, portal administration, and SaaS cloud-based tools and applications.

13. 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.

14. Assists with writing and editing for various marketing projects, as needed.

15. Participates in groups and committees related to online technologies and best practices.

16. Provides onboarding support, general work training, guidance, supervision assistance, and directs activities of students or temporary employees.

17. Performs related duties that support the overall objective of the position.

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:

- Principles, concepts, and techniques of website design, Content Management Systems (CMS), analytics tool usage, and technology, including best practices, branding standards, and current content and technology trends.
- Federal, state, and local laws and regulations regarding copyrights, trademarks, licensing, accessibility standards, and communicating with students, including, but not limited to, the Family Educational Rights and Privacy Act (FERPA) and the Americans with Disabilities Act (ADA).
- Basic Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS).
- English usage, grammar, spelling, punctuation, and vocabulary, including proofreading, copy writing, editing, and formatting techniques.

Ability to:

- Create, design, and manage web content using a wide variety of techniques and technologies.
- Evaluate website content and navigation for effectiveness using data, evaluation tools, usage reports, interviews, and observation of behavior.
- Compose and refine text content for clarity, branding, and formatting.
- Configure and use technology tools and collaborate with ITS or third-party vendors to identify, troubleshoot, and resolve bugs and technical issues.
- Provide assistance and guidance to colleagues on website standards and processes.
- Organize and verbalize complex information.
- Make arithmetic calculations of average difficulty.
- Plan and organize work to meet changing priorities and deadlines.
- Maintain a high level of attention to detail.
- Utilize office procedures, methods, and equipment, including computers, technology, and applicable software applications sufficiently to perform the duties of the classification, including specialized web design software such as Adobe Creative Suite and WordPress.
- Adapt to rapidly changing processes and procedures, especially those involving the use of technology.
- Maintain confidentiality of information.
- Follow oral and written directions.
- Communicate clearly and concisely, both orally and in writing.

- Provide onboarding support, general work training, guidance, supervision assistance, and direct activities of students or temporary employees.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Work independently or collaboratively.
- Apply District policies and procedures.

EDUCATION AND EXPERIENCE GUIDELINES

Any combination of education and experience that demonstrates the required above knowledge and abilities is qualifying. Examples of ways to obtain the above knowledge and abilities could include, but are not limited to, the following:

Education/Training

- Four years of college with major course work in English, communication, marketing, journalism, or a related field.

Experience

- Two 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.

Board Approved: July 15, 2025