



WEB CONTENT SPECIALIST

Class Code	OT Status	EEO Category	Represented Status	Salary Grade	Effective Date	Status	Pages
	Non-Exempt	Technical/Paraprofessional	AFSME/Local 1	65	03/14/2024	Classified	1 of 2

DEFINITION

To perform routine website administration tasks relating to content management such as planning webpage structure and layout, creating content outlines, coordinating production of and/or producing web copy, images and graphics, and testing; troubleshooting and resolving performance issues; tracking analytics and implementing optimizations; and advising and training colleagues on content strategies that support the achievement of key performance indicators (KPIs).

SUPERVISION RECEIVED AND EXERCISED

- Receives supervision from a departmental supervisor or manager.
- May receive technical or functional supervision from higher-level departmental personnel.
- May provide training and direction to student assistants or other assigned staff.

EXAMPLES OF DUTIES

Duties may include, but are not limited to, the following:

- In partnership with colleagues, develops and/or advises on content strategy for webpages in alignment with marketing standards, goals and KPIs.
- Performs content updates and/or plans and implements structure and layout of new webpages.
- Creates content outlines, coordinates production of and/or produces web copy, images and graphics.
- Optimizes web content for search engine optimization (SEO).
- Tests content and performs quality assurance (QA) protocols.
- Troubleshoots and resolves performance issues.
- Monitors analytics dashboards, provides reports and implements optimizations.
- Ensures web content is consistent with established brand and web governance standards and meets Section 508 accessibility requirements.
- Trains colleagues to effectively update department webpages.
- Writes and maintains web governance documentation, content requirements, change logs, etc.
- Performs related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

- Content strategy best practices and their use as a driver for achieving marketing goals.
- Principles and practices of website content management including U/X, U/I, and SEO.
- Markup and styling languages commonly used in content management such as HTML and CSS, and use of graphic design software.
- Features and capabilities of modern, CMS-based websites and related content management functions.
- Content implementation practices that meet section 508 website accessibility requirements.
- Website analytics tools and dashboards.
- Standard business English, grammar, and spelling.



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Skill/Ability to:

- Develop and/or advise on content strategy for webpages in alignment with KPIs.
- Perform content updates and/or plan and implement structure and layout of new webpages.
- Create content outlines, coordinate production of and/or produce web copy, images, and graphics.
- Process and re-position complex information to develop actionable content for target audiences.
- Write and/or edit webcopy.
- Communicate in a clear, concise manner to a variety of audiences.
- Coordinate multifaceted web projects that may involve multiple stakeholders, creative and/or technical vendors.
- Manage own time and tasks to achieve deadlines and produce deliverables that meet requirements.
- Prepare reports, provide analysis and recommendations for site optimizations.
- Stay current with emerging trends and technological advances relating to web experiences.
- Establish and maintain cooperative work relationships with those contacted in the performance of required duties.
- Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, race, ethnicity, gender identity, sexual orientation, age, mental or physical disability, and religious background of all students, faculty and staff, and with all individuals encountered in the performance of required duties.

EXPERIENCE AND TRAINING

- Three (3) years of experience in a position with responsibility for creating, editing, and maintaining content on a website, such as a Web Content Developer, Webmaster, or Web Specialist.

EDUCATION/LICENSE OR CERTIFICATE

- Possession of an associate degree from an accredited college with major coursework in marketing, communications, business or a related field, or the equivalent.

Adopted: 03/14/24