

WEB CONTENT SPECIALIST

DEFINITION

Under general direction, performs a variety of website administration duties, including managing content, user accounts, and ensures ease of accessibility and use; creates, develops, and maintains the College's public websites and other web properties; evaluates, researches, and recommends software improvements related to the College's website.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the assigned managerial personnel. Exercises no supervision of staff.

CLASS CHARACTERISTICS

This classification is responsible for implementing the design content of the College's website. Incumbents are expected to possess knowledge of website administration, content development, manipulation, and finalization. Incumbents recommend adoption of specific program procedures and activities that meet the needs of the College and incorporate technological advances. This classification is distinguished from other Information Technology classifications by its targeted focus on web-based information technology and systems. This class is further distinguished from the Assistant Director, Web and Portal Services in that the latter has supervisory responsibility for all website and portal programs, functions, and activities of the College.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

1. Administers, maintains, and updates the College's website; receives and responds to staff requests, information, and questions in order to update web content; creates and maintains the College's internet and intranet web sites for web pages, events, news, and promotional purposes; collaborates with departments to create, modify, and maintain web pages; updates campus news, information, and announcements daily.
2. Maintains and updates College website design and usability by recommending site architecture, monitoring application of display standards, developing and maintaining functionality of links, online forms, surveys, and scripts, reviewing requests for changes from College staff, implementing web design and editing web content.
3. Assists College divisions, departments, programs, and staff with the development of websites and content; oversees and participates in the testing and debugging of new websites, pages, and related applications; confers with users regarding application performance and requirements.
4. Ensures that all website content is uploaded to the site on a timely basis, refreshed and updated according to the content schedule and that information and the website's design flow adheres to branding specifications and are conducive to a user-friendly find/view pattern.
5. Improves the website by evaluating current website by evaluating current web implementation, analyzing user feedback, researching new technology, and trends.
6. Utilizes a wide range of software programs and hardware in order to successfully complete projects; converts text and/or images into a web-appropriate format; maintains and updates the website navigation.
7. Creates, edits, and proofreads text, as necessary, to ensure accurate and effective communication; creates and updates web publications, promotional graphics, and interactive/digital media.
8. Keeps up to date on industry standards and regulations. Take steps to make sure the website meets regulatory compliance, including Web Content Accessibility Guidelines (WCAG) standards, and is usable and accessible to all viewers. Ensures web pages follow College web standards and branding.

9. Collaborates and coordinates with programmers, developers, and other staff on web projects; creates flowcharts and wire frames for planning and developing web pages and related projects.
10. Performs routine to complex web design tasks for College campaigns; determines the most appropriate format to reach the targeted audience, presenting to department staff for review, and revising and finalizing projects.
11. Takes and edits photographs of various campus sites, students, staff, activities, and events for department and program web pages.
12. Serves as a technical resource for developing, designing, maintaining, enhancing, and upgrading websites and pages; answers questions regarding web projects, content design, and implementation.
13. Participates on committees, task forces, and special assignments, including, but not limited to Screening and Selection Committees and affiliated trainings. Prepares and delivers oral presentations related to assigned areas if needed.
14. Performs other related or lower classification duties as assigned.

QUALIFICATIONS

Knowledge of:

1. Principles and practices of effective web content design and layout, including user interface and navigation.
2. Applications and functions of computer hardware, software, and peripheral devices.
3. Web development languages and content management systems such as HTML, CSS, Java Script, PHP scripts, and various others, as well as, databases and other emerging web technologies.
4. Conceptualization and preparation of content designs through final products.
5. Modern office practices, methods, and computer equipment and applications related to the work.
6. Record keeping principles and procedures.
7. Techniques for effectively representing the College in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.

Skills & Abilities to:

1. Develop, maintain, and update websites, pages, content, layout, and usability.
2. Effectively integrate front-end templates with back-end functionality.
3. Analyze and evaluate data and formulate proposals and plans.
4. Interpret, apply, explain, and ensure compliance with applicable College standards, policies, and procedures related to websites and pages.
5. Compose clear and concise correspondence and reports.
6. Establish and maintain a variety of filing, record keeping, and tracking systems.
7. Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
8. Use English effectively to communicate in person, over the telephone, and in writing.
9. Understand scope of authority in making independent decisions.
10. Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
11. Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.
12. Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.
13. Convert printed documents into ADA accessible formats.

Education and Experience:

Equivalent to graduation from an accredited four-year college or university with major coursework in web design, graphic design, communications, marketing, or a related field and two (2) full time equivalent years of web design or content experience, graphic design, and/or the development of public education programs and materials. Additional years of experience may be substituted for the required education on a year-for-year basis.

Licenses and Certifications:

The incumbent may periodically be required to travel to a variety of locations. If operating a vehicle, employees must have the ability to secure and maintain a valid California driver's license.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle to visit various meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Incumbents in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Incumbents must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Incumbents work indoors and outdoors, and are frequently exposed to dust, fumes, and allergens and occasionally exposed to loud noise levels, inclement weather conditions, chemicals, mechanical and/or electrical hazards, and hazardous physical substances. Incumbents may interact with staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.