

<b>NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT JOB DESCRIPTION</b>
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Job Title:	Web Content Specialist	Range: 38	Classified Schedule
Date Revised:	June 23, 2014	Date Approved:	September 26, 2008

**PRIMARY PURPOSE**

This position is responsible for performing a variety of responsible duties related to the creation, maintenance and coordination of key content and pages of the campus website.

**ESSENTIAL FUNCTIONS**

*Examples of essential functions are interpreted as being descriptive and not restrictive in nature.*

1.	Coordinates the overall production, creation and maintenance of content for the campus website, including links, copy and photos; ensures that website design and content are consistent with established style and graphics standards and in compliance with applicable college and District policy and procedures; assists in the development and implementation of a strategic plan for the campus internet presence; recommends appropriate website standards, procedures, and practices.
2.	Writes, reviews and edits information to be posted to the campus website; ensures that posted information is accurate, timely, and relevant; updates and maintains time-sensitive material; maintains menus, indexes and directories.
3.	Monitors campus website usage and evaluates website accessibility and functionality; ensures that website is listed in relevant indexes and directories; obtains and analyzes user feedback; recommends changes in editorial policy and site design.
4.	Facilitates faculty and staff web publishing efforts by providing support for users in creating, posting and maintaining web pages; coordinates web projects across departments and works collaboratively with departments throughout the campus to ensure that web page development and content projects are consistent with the strategic plan and established standards.
5.	In conjunction with campus Academic Computing staff, troubleshoots and resolves problems; works closely with campus constituencies and the technical team to develop and maintain website standards, procedures, and practices. Ensures content meets District website guidelines.
6.	Monitors campus webmaster mail and ensures timely response; forwards mail to other departments as appropriate.
7.	Coordinates with the Director of Campus Communications Office and other departments to ensure website content is consistent with other print and electronic communications.
8.	Learns and applies emerging technologies and advances (e.g., computer software applications) as necessary to perform duties in an efficient, organized, and timely manner.
9.	Performs related duties as assigned.

**OTHER FUNCTIONS**

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## **WORKING RELATIONSHIPS**

The Web Content Specialist maintains frequent contact with various campus departments and personnel, faculty, students, and the public.

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## **EDUCATION AND EXPERIENCE**

### **Required Qualifications**

Associate degree and two years of related experience in managing content and production for a website, including writing, editing and display, or equivalent combination of education and experience sufficient to demonstrate the knowledge, skills and abilities listed below.

### **Desirable Qualifications**

Bachelor's degree in English, journalism, technical writing, communications, public relations, or related field.

Proficiency in Microsoft Office products.

Knowledge of website editing tools (e.g., Dreamweaver, Flash, MExpression, Photoshop).

## **KNOWLEDGE, SKILLS, AND ABILITIES**

Knowledge of District organization, operations, policies and objectives  
Knowledge of web development and web technologies  
Knowledge of web usability, navigation and accessibility  
Knowledge of appropriate software for website development and maintenance  
Knowledge of correct English usage, grammar, spelling, punctuation, and vocabulary  
Ability to create and maintain web pages  
Ability to learn web-related technical concepts and new software tools, applications, etc.  
Ability to quickly learn and apply emerging technologies  
Ability to analyze situations accurately and adopt an effective course of action  
Ability to interpret, apply and explain rules, regulations, policies and procedures  
Ability to develop and implement guidelines and procedures  
Ability to maintain accurate records and prepare reports  
Ability to plan, organize and prioritize work  
Ability to meet schedules and time lines  
Ability to work independently in a team environment  
Ability to understand and follow oral and written directions  
Ability to communicate efficiently both orally and in writing  
Ability to establish and maintain effective working relationships with a wide variety of people possessing a broad array of skills

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## **SPECIAL REQUIREMENTS**

None

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## **WORKING CONDITIONS**

Office environment; subject to constant interruptions and frequent interaction with others; sitting for long periods at a time (up to 2-3 hours); subject to repetitive use of upper extremities including hand coordination activities.

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