

NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT JOB DESCRIPTION

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.	Participate in District/College efforts to increase the diversity of faculty and staff and to address student achievement gaps; active assistance in the creation of a welcoming and inclusive work and educational environment; attend and participate in diversity, equity and inclusion trainings and events.
10.	Performs related duties as assigned.

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OTHER FUNCTIONS

WORKING RELATIONSHIPS

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

EDUCATION AND EXPERIENCE

Minimum 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.

Commitment to diversity. All applicants must have demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty and staff. The applicant must be able to demonstrate how their experience with these factors relates to successfully achieving the goals of the position.

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, MSExpression, Photoshop).

Prior experience in approaching work and interactions with colleagues and/or students in an equity minded manner. Ability to provide an inclusive and welcoming work/educational environment.

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

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.
