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**CLASS TITLE:** **WEB CONTENT EDITOR**

**BASIC FUNCTION:**

Under the direction of the college official responsible for public information, implement and manage web content using a content management system; implement social media strategies; provide training and technical support to staff and faculty in association with our web presence; develop and write text for publication on the web.

**REPRESENTATIVE DUTIES:**

Develop and edit web pages using a content management system; proofread and edit page content including page design layout to ensure compliance with district-wide standards and industry best practices. E

Work with various campus and district administrative and departmental offices to produce, maintain and edit web-related content in a variety of formats including (but not limited to) web pages, portal channels, newsletters, blogs, articles, surveys, email campaigns and social media. E

Work with subject matter experts to ensure grammatical quality and optimal comprehension of published online content. E

Write audience-targeted text to be posted to the web and portal by interviewing others and gathering information from internal and external sources. E

Create, edit and manage content such as graphics, photography, video, and text to ensure it remains relevant, current and has a consistent style and voice; ensure appropriate metadata is maintained for the content; manage the clearance and proofreading processes for content publishing. E

Assume point-of-contact tasks and communications in response to staff and faculty questions related to document workflow, publication, content maintenance and usage of social media. E

Address web site accessibility issues for disabled persons; maintain current knowledge of standards and assure compliance. E

Contribute to and implement taxonomy standards for content. E

Contribute to and implement Search Engine Optimization strategy. E

Identify new content opportunities as well as necessary content changes or updates based on student feedback and organizational goals. E

Maintain the college's social media presence; train faculty and staff on appropriate use of social media; monitor social media channels to ensure compliance with guidelines. E

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Participate in groups and committees related to web-based technologies. E

Participate in the development and review of web standards; address concerns related to the college's web presence. E

Perform web-related consultant duties for campus administrative offices and departmental offices. E

Identify and evaluate new products and technologies for possible implementation; maintain current knowledge of technological advances and industry trends.

Train and provide technical direction and advice to co-workers.

Perform related duties as assigned.

## KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:
Superior writing and editing skills.
Experience with the specific conventions of writing and editing for the Web.
Page layout and design of web pages.
Use and applications of computer equipment including scanner, digital camera and printer.
HTML and CSS.
Interpersonal skills including tact, patience and courtesy.

ABILITY TO:
Develop, implement and oversee the college web site.
Develop, implement and oversee social media strategy.
Improve written content with attention to detail.
Work in a Content Management System.
Operate various software programs in the development and maintenance of the web site.
Operate various hardware equipment including scanners, digital cameras and printers.
Train users effectively.
Prepare and maintain records and files.
Work independently with little direction.
Prioritize and schedule work.
Establish and maintain cooperative and effective working relationships with others.
Communicate effectively both orally and in writing.

## EDUCATION AND EXPERIENCE:

An Associate degree or higher in communication, marketing, computer studies or related field and two years experience with web development and/or editorial experience.

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**WORKING CONDITIONS:**

ENVIRONMENT:
Office environment.
Evening or variable hours.

PHYSICAL DEMANDS:
Incorporated within one or more of the previously mentioned essential functions of this job described are essential physical requirements. The chart below indicates the percentage of time spent on each of the following essential physical requirements.

1.  Seldom = Less than 25 percent
2.  Occasional = 25-50 percent
3.  Often = 51-75 percent
4.  Very Frequent = 76 percent and above

 4  a.  Ability to work at a desk, conference table or in meetings of various configurations.
 1  b.  Ability to stand for extended periods of time.
 4  c.  Ability to sit for extended periods of time.
 4  d.  Ability to see for purposes of reading printed matter.
 4  e.  Ability to hear and understand speech at normal levels.
 4  f.  Ability to communicate so others will be able to clearly understand a normal conversation.
 1  g.  Ability to bend and twist.
 1  h.  Ability to lift _10_ lbs.
 1  i.  Ability to carry _10_ lbs.
 4  j.  Ability to operate office equipment.
 1  k.  Ability to reach in all directions.


*This job description is intended to describe the general nature and level of work being performed.  It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of individuals so classified.*