

JOB DESCRIPTION



Position Title: Web Content Administrator

Department: Marketing

Employment Category: Non-Exempt Staff

Primary Location: District-wide
Based on the Sierra Vista Campus

FLSA Classification: Non-Exempt
Remote Work Eligible: No

Parameters: 40 Hours/Week; 12 Months/Year **Pay Grade:** NE09

Position Summary: The Web Content Manager is responsible for managing the college websites, contributing to site design, assisting with the development of content management system, maintaining the integrity and security of web-related data and for overseeing portal functionality ensuring the smooth daily operation of web services.

Essential Functions: As defined under the Americans with Disabilities Act, may include any of the following tasks, knowledge, skills, and other characteristics. This list is ILLUSTRATIVE ONLY, and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.

Duties and Responsibilities: Within the scope of college policies and procedures, this position:

Plans, designs, develops and edits major web applications for the college website; CMS websites, e-commerce, intranet portal and mobile app.

Oversees the technical development and implementation of templates for the college website; coordinates with marketing staff to develop and implement district goals as they relate to the college web pages

Coordinates the content, flow and accessibility of information on sites; ensures web pages adheres to best practices, established policies, procedures and guidelines for posting of graphics and text; ensures content adheres to ADA compliance guidelines.

Researches, writes, edits and integrates information for the college's website; monitors administrative and departmental pages to ensure links remain active and information posted remains timely; coordinates with software vendors and Technology Services staff to resolve technical problems and to provide interfaces between web services and other computer-based information services

Keeps abreast of technological advancements that can improve the efficiency and effectiveness of the college websites; ensures search engine optimization through website registering and marketing the site with identified internet links, social media integration; monitors site traffic and scales site capacity to meet traffic demands

Provides support and training for faculty and staff for instructional and/or administrative use of the content

Performs other related duties as assigned

General Expectations: Employees are expected to accomplish assigned duties in an efficient, effective and competent manner and to strive for improvement and excellence in all work performed. Additionally, employees must understand the comprehensive role of the community college and cooperate and work harmoniously with students, faculty and staff, and the public. Employees will follow all college policies, rules, regulations and guidelines as they relate to this position.

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Education and Experience Requirements:

Associate's degree in related discipline, or related field from an institution accredited by an institutional accrediting body of higher learning recognized by the US Department of Education
Three years' related full-time, professional experience

An equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved may be considered.

Knowledge, Skills and Abilities:

Knowledge of and ability to follow college policies and procedures
Knowledge of principles and best practices of web page and website construction and maintenance
Knowledge of web development and web-authoring applications including use of HTML, CSS, JavaScript, PHP and MySQL.
Knowledge of industry standard Web based programming languages, features and capabilities of websites
Knowledge of principles of graphic design including digital photography in a web-based environment
Knowledge of standard business English, grammar and spelling; database software, basic statistics
Knowledge of software used in the development, monitoring and administration of a website
Knowledge of computer operating systems with basic understanding of networks
Knowledge of and ability to follow Web Content Accessibility Guidelines (WCAG 2.0 & 2.1)
Skill communicating technical information to non-technical audiences both verbally and in writing
Ability to communicate effectively, verbally and in writing, and to relate to others in a professional, helpful manner
Ability to relate to a diverse population and to maintain composure when faced with difficult situations
Ability to organize, prioritize, and follow multiple tasks through to completion with an attention to detail
Ability to work independently while contributing to team environment
Ability to analyze problems, identify solutions, and take appropriate action to resolve problems using independent judgment and decision-making processes
Ability to establish and maintain effective working relationships with other department staff, faculty, students and the public

Work Environment: Work is primarily performed under general supervision. Incumbent generally performs work in a typical office setting with appropriate climate controls.

Physical Requirements: Essential functions of this position require: lifting, manual dexterity, ability to communicate.

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body; involves sitting majority of time; walking and standing are required only occasionally and all other sedentary criteria are met

Mental Application: Utilizes memory for details, verbal instructions, emotional stability, critical thinking, adaptability and creative problem-solving skills are important

Reports To: Assistant Dean of Marketing, Communications and Advancement

Disclaimer: The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.