POSITION DESCRIPTION

TITLE: Web Content Specialist – (Exempt)

Collective Bargaining – Ineligible – Managerial

Definition - The Board approved definition of a managerial employee is an employee who is engaged predominantly in executive and management functions of the College or who is designated with the responsibility of directing the implementation of management policies and practices and who customarily and regularly exercises discretion and independent judgment in directing the implementation of management policies and practices.

This is a management position. The incumbent is accountable for supporting the mission, goals, and objectives of the College and is expected to administer the policies and procedures defined in the Employee Handbook as approved by the President and the Board of Trustees.

JOB SUMMARY:

Under the supervision of the Web Services Director in Institutional Advancement, the Web Content Specialist will work in a team environment to manage, enhance, and promote a dynamic web presence for the St. Mary’s College public website. The Web Content Specialist will ensure that the public web site supports the College’s mission and internal and external communication objectives while adhering to relevant industry standards and practices and the College’s brand as The National Public Honors College.

The Web Content Specialist must have appropriate technical skills for planning, developing, designing, editing, and maintaining content on the College’s Drupal and WordPress websites.

The successful candidate must be well organized, a fast learner, and possess good communication skills and a keen eye for detail with a positive attitude. The position will be approximately 90% remote, but the Web Content Specialist should expect to come to the College on an as needed basis.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

(Note: These examples are intended only as illustrations of the various types of work performed in positions allocated to this class. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Responsible for following the policies and procedures as defined in the employee handbook.
- Follows documented guidelines for updating and writing web-based content (written, audio, photography, video) within SMCM's Drupal and WordPress sites.
- Creates a comprehensive content strategy for the website which promotes the College’s brand and messages and increases our visibility.
- Responsible for prototyping, designing, and testing sites with regard to user experience (UX) and user interfaces (UI).
• Responsible for compliance with ADA/Section 508 standards.

• Performs a variety of ongoing web content management system (CMS) duties.
  
  o Maintains site architecture.
  o Completes quality assurance testing for new web development projects.
  o Regularly monitors the site for content, branding or navigation errors and issues.

• Troubleshoots CMS related issues received from users. Replies to calls, trouble tickets and emails related to Drupal or WordPress issues, site development, etc.

• Communicates with staff, faculty, administrators, and other campus constituents in person or through other acceptable means.

• Contributes to “scope of build” conversations with the Director of Web Services, project managers, designers and other developers.

• Executes test plans and follows quality assurance guidelines checking for security, performance, and adherence to best practices.

• Follows best practices to improve new and existing content for search engine optimization (SEO).

• Tracks and monitors key website metrics in Google Analytics and makes recommendations based on content marketing effectiveness.

• Performs the majority of the work – approximately 90% off campus and approximately 10% on campus per month – as directed by the Assistant Vice President of Integrated Marketing and Communications in tandem with the Vice President for Institutional Advancement.

MINIMUM QUALIFICATIONS:

• Education: Bachelor’s degree or equivalent work experience in communications, public relations, electronic media, journalism, computer science or a related field.

• Experience: Three or more years of hands-on experience writing content for the Web. One or more years of experience in Google Analytics and Google Tag Management. One or more years of experience with a Content Management System (CMS), preferably WordPress and Drupal. Experience with HTML/CSS/Photoshop/MacOS.

• Strong experience with search engine optimization, 508 compliance and content strategy as it applies to the Web.

• Demonstrable strong writing and communication skills; experience writing news stories, blogs, and/or personal interest stories is a plus.

• Ability to work well in a service-driven, team-oriented environment.
• Strong attention to detail, organization, and follow-through.

• Positive customer service attitude, troubleshooting skills and abilities.

• Ability to grow and enhance web design and development skills.

• Any combination of acceptable education and experience, which has provided the necessary knowledge and skills to fulfill the requirements of this position, may be considered.