

OFFICE OF HUMAN RESOURCES AND EQUAL OPPORTUNITY

Web Content Developer

BASIC FUNCTION:

Under the direction of an assigned supervisor, responsible for writing, editing, developing and maintaining information on the College's Internet and Intranet site and any other future projects for external and internal development. This position coordinates with graphic designers, college departments and Educational Technology Services to oversee the accuracy and quality of the college's sites.

REPRESENTATIVE DUTIES:

1. Research, write, edit and implements content information for the college Marketing and Communications Office to be used on the Internet and Intranet sites. Support marketing efforts by researching, writing and editing the college's electronic newsletter, including working with others to develop listserves, database searches and calendars.
2. Coordinate with graphic artists and others to prepare and distribute Web page templates for use by college divisions, departments, programs and administration.
3. Develop editorial guidelines and styles for the college's Web site and for print publications.
4. Train others on the correct usage of the college's editorial guidelines in creating Web pages.
5. Scan photographs and other graphic elements to accompany text for the Web site or in printed publications.
6. Coordinate with other writers, graphic designers and others to build reader interest and loyalty, to reinforce a consistent look and feel, and to identify ways to improve the usability of the college's site.
7. Update information and appropriate links on the college's site and keeps current with related resources and search engines.
8. Research new and emerging developments in electronic communications that can be used to increase visibility and enhance better communication with internal and external stakeholders.
9. Train and oversee the work of student interns to help with site maintenance. Train various departments on the procedures to update forms and other content on the college's Intranet.
10. Coordinate technical procedures with the Network Administrator and other staff and faculty.
11. Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

1. Methods and techniques of preparing and coordinating online material and printed publications.
2. Techniques used to create and edit HTML coding and/or programs such as Dreamweaver or FireWorks.
3. Methods and techniques of public relations, technical, news writing, marketing and advertising copy.
4. Oral and written communication skills.
5. Research and interview techniques.
6. Correct English usage, grammar, spelling, punctuation and vocabulary.
7. Interpersonal skills using tact, patience and courtesy.
8. District organization, operations, policies and objectives.
9. Applicable sections of the State Education Code and other laws.
10. Technical aspects in the field of specialty.

ABILITY TO:

1. Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, cultural, disability, religious background and sexual orientation of community college students, faculty and staff.
2. Write and edit clear, concise, accurate and effective informational materials for public distribution.
3. Understand and follow oral and written directions.
4. Work independently with little direction.
5. Operate a computer, scanner, digital and standard camera and other computer related equipment.
6. Establish and maintain cooperative and effective working relationships with others.
7. Analyze situations accurately and adopt an effective course of action.
8. Meet schedules and time lines.
9. Plan and organize work.
10. Communicate effectively both orally and in writing.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: Associate Degree in journalism, marketing, technology or a related field and two years experience in Internet development, marketing, communications, technology, or publications with an emphasis on using technology and writing.

WORKING CONDITIONS:

1. Office environment.
2. Constant interruptions.

PHYSICAL ABILITIES:

1. Hearing and speaking to exchange information in person and on the telephone.
2. Dexterity of hands and fingers to operate a computer keyboard.
3. Seeing to read various materials.
4. Sitting for extended periods.

DATE APPROVED: JULY, 2000
RANGE: N-60
EEO-CATEGORY: H-30