

# Job Description Questionnaire - Professional

## POSITION TITLE

Web Content Specialist

Position Title

*Enter your department or unit name.*

## COLLEGE/DIVISION

Enrollment Management and Student Success

College or Division

*Enter your department or unit name.*

## DEPARTMENT

University Marketing

Department Name

*Enter your department or unit name.*

## Date Submitted

5/21/2019

## Job Specifications

Identify specific duties and responsibilities and provide a breakdown of the approximate percentage (ideally not greater than 20% or less than 5%) of time spent, on average, on each duty (separate activities as opposed to grouping them).

Include core criteria components, such as Customer Service/Professionalism, Job Knowledge, Quality of Work, Safety and Security, Communication and Teamwork, Problem Solving and Decision Making, Productivity, & Managerial/Supervisory Skills (if applicable).

## Job Responsibilities

### Responsibility 1

#### Core Criteria

- Customer Service/Professionalism
- Job Knowledge
- Quality of Work
- Safety & Security
- Communication & Teamwork
- Problem Solving & Decision Making
- Productivity
- Managerial/Supervisory Skills

#### Description

Develop and implement high quality web solutions to meet the university's marketing needs - including but not limited to landing pages, web forms, web copy, and images

#### % Time

40%

### Responsibility 2

#### Core Criteria

- Customer

#### Description

#### % Time

Service/Professionalism  
 Job Knowledge   
Quality of Work   
Safety & Security   
Communication &  
Teamwork  Problem  
Solving & Decision  
Making  Productivity  
  
Managerial/Supervisory  
Skills

Build positive and successful relationships with clients and content partners, understand their marketing goals and provide guidance on digital content best practices with a customer-centric approach

20%

### Responsibility 3

#### Core Criteria

Customer  
Service/Professionalism  
 Job Knowledge   
Quality of Work   
Safety & Security   
Communication &  
Teamwork  Problem  
Solving & Decision  
Making  Productivity  
  
Managerial/Supervisory  
Skills

#### Description

Ensures website aligns with and complies with all standards, including but not limited to SEO, industry standards, accessibility standards, and Southeast brand standard

#### % Time

20%

### Responsibility 4

#### Core Criteria

Customer  
Service/Professionalism  
 Job Knowledge   
Quality of Work   
Safety & Security   
Communication &  
Teamwork  Problem  
Solving & Decision  
Making  Productivity  
  
Managerial/Supervisory  
Skills

#### Description

Serves as principal contact and trainer for the content management system

#### % Time

20%

### Responsibility 5

#### Core Criteria

Customer  
Service/Professionalism  
 Job Knowledge   
Quality of Work   
Safety & Security   
Communication &  
Teamwork  Problem

#### Description

#### % Time

Solving & Decision Making  Productivity   
 Managerial/Supervisory Skills

## Responsibility 6

### Core Criteria

Customer Service/Professionalism  
 Job Knowledge   
 Quality of Work   
 Safety & Security   
 Communication & Teamwork  Problem Solving & Decision Making  Productivity   
 Managerial/Supervisory Skills

### Description

### % Time

## JOB REQUIREMENTS & QUALIFICATIONS

**EDUCATION** – Check the **minimal** educational background, certification and licensure **required to competently perform the essential responsibilities of the job.**

### Educational/ Licensure Requirements

No formal education requirements  High School diploma or General Education Degree (GED)  Associate's degree (indicate specific field, if required):  Associate's degree or equivalent experience (indicate specific field, if required):  Bachelor's degree (indicate specific field, if required):  Bachelor's degree or equivalent experience (indicate specific field or details on equivalent experience, if required):  Advanced degree (indicate specific field, if required):  Certification, professional license, or credential:  Valid driver's license (indicate required class):

### Detail specifications (i.e. specific degree)

Website development, computer science, information systems, communications, marketing or related field or bachelor's degree and relevant experience

**EXPERIENCE** – Indicate below the type of experience and the minimum number of years of experience required to perform the essential responsibilities of the job. If no experience is required, please type N/A.

Experience in web content development, website architecture, and design

**SPECIALIZED SKILLS** – List special skills and/or behavioral competencies required to perform the essential responsibilities of the job. Please note required skills that are specific to the job, not the current incumbent. If no specialized skills are required, please type N/A.

Knowledge of content management systems, including WordPress themes and plugins, and familiarity with HTML/XHTML, CSS, JavaScript, Bootstrap, and responsive design patterns

Knowledge of search engine optimized sites that rank high on major search engines for relevant key words

**DECISION-MAKING - Describe the kinds of decisions this position makes. How does each of these decisions require the incumbent to exercise judgment and/or discretion? Please indicate the nature of the judgments required and how these actions relate to or affect other parts of the job or the jobs of others.**

This position plays an integral role in creating and updating content for the University's web projects. This position makes decisions daily that impact the website users with discretion to design of the website.

**OPTIONAL: Additional Information**

**SUPERVISION**

The position does not have any regular responsibility for overseeing or supervising the work of other employees.  The position has immediate oversight of employees while most of the time performing the same or directly related work as those the position leads.  The position supervises or manages the work of at least one full-time employees or the equivalent. The position includes budget oversight and decision or recommendations regarding personnel actions such as hiring, disciplinary action, overtime, changes in pay and terminations.

**# of Employees supervised (if the position does not supervise others, please enter "0"):**

0