Job Description Questionnaire - Professional

POSITION TITLE
Web Content Specialist

COLLEGE/DIVISION
Enrollment Management and Student Success

DEPARTMENT
University Marketing

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

<table>
<thead>
<tr>
<th>Responsibility 1</th>
<th>Core Criteria</th>
<th>Description</th>
<th>% Time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>☑ Customer</td>
<td>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</td>
<td>40%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Responsibility 2</th>
<th>Core Criteria</th>
<th>Description</th>
<th>% Time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>☑ Customer</td>
<td></td>
<td></td>
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</tbody>
</table>
### 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**
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

**% Time**
20%

**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 Solving & Decision Making
- ☐ Productivity
- ☐ Managerial/Supervisory Skills

**Description**

**% Time**


### Responsibility 6

<table>
<thead>
<tr>
<th>Core Criteria</th>
<th>Description</th>
<th>% Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Knowledge</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of Work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety &amp; Security</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communication &amp; Teamwork</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Problem Solving &amp; Decision Making</td>
<td></td>
<td></td>
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<tr>
<td>Productivity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Managerial/Supervisory Skills</td>
<td></td>
<td></td>
</tr>
</tbody>
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### 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):
- [ ] Website development, computer science, information systems, communications, marketing or related field or bachelor’s degree and relevant experience

#### EXPERIENCE
- 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 pays 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 budge 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