



**SHASTA-TEHAMA-TRINITY JOINT COMMUNITY COLLEGE DISTRICT
POSITION DESCRIPTION**

POSITION TITLE:	Web Content Coordinator	
JOB CLASSIFICATION:	<input type="checkbox"/> Administrator - Educational	<input type="checkbox"/> Confidential
	<input type="checkbox"/> Administrator - Classified	<input checked="" type="checkbox"/> Classified
	<input type="checkbox"/> Faculty	
RANGE:	36	
HOURS PER DAY:	Up to 8	
HOURS PER WEEK:	Up to 40	
MONTHS PER YEAR:	Up to 12	
REPORTS TO:	Director of Informational Technology Services or designee	

DESCRIPTION OF BASIC FUNCTIONS AND RESPONSIBILITIES

Under supervision of Director of Informational Technology Services this position facilitates activities related to the content of the district's websites, including developing content and training users on the content management system. The incumbent in this position, under minimal supervision, performs professional work in support of management and classified in the development and updating of the District's websites. This is a position requiring a high degree of independent judgment and the ability to work cooperatively with a number of district staff. The incumbent works closely with the office of Marketing and Outreach, and communicates with district staff on issues related to policies of the district's websites.

TYPICAL DUTIES

Examples of typical duties are descriptive and not restrictive in nature.

- Uphold the established college editorial and graphic standards and monitor overall consistency of style, usage, and grammar, including editing text, photos and videos as necessary to ensure consistent quality of content, tone, and accuracy to meet the communication needs of the college, maximize the technology for communication effectiveness, and provide a compelling end-user experience.
- Apply best practice in Web usability, design, content, search, and collaboration for an intuitive user experience.
- Coordinate routine uploading and maintenance of site content in the content management system and insure that the district's sites meet accessibility standards.
- Provide professional assistance and training for staff in developing content for specific pages and programs.
- Serve as official trainer for the Web content management system for content managers, including site maintenance.

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- Assists in the monitoring of best practices to ensure the Shasta College Web stays dynamic and current with industry trends.
- Assist content managers to ensure that content stays current; assist content managers to create new and compelling content.
- Provide overall maintenance, including content updates, graphics, and functionality via a Content Management System (CMS).
- Create “how- to” training videos and implement web-based multimedia content including audio/video streaming in web pages.
- Support other electronic communications vehicles for the websites, including e-mail, Facebook, twitter, videos, mobile device and RSS feeds.
- Routinely monitor and analyze Web analytics to ensure maximization of our site and its content including search engine optimization (SEO).
- Coordinate and work closely with other staff in the Information Technology & Services department regarding Web technical maintenance and upgrades and other Web features and issues.
- Advise departments of procedures for developing and submitting content.
- Communicate with district employees concerning issues related to policies of the sites and services.
- Perform other duties as assigned.

EMPLOYMENT STANDARDS*Knowledge of:*

- Excellent written, communication, and administration skills with particular expertise in writing for the Web;
- Excellent PC/computer skills including experience with Microsoft Office products (Word, Excel, Visio, PowerPoint);
- Working knowledge of HTML;
- Web content management tools;
- Good understanding of the online publication process;
- Usability and functionality for various types of online publications;
- Web accessibility standards and workflow processes; and
- Web design.

Demonstrated ability to:

- Understand effective communication and interactive techniques of a website;
- Prioritize activities and meet deadlines;
- Exhibit a level of technical understanding in the operation of a website required for the services of a community college;
- Provide technical training in the use of a content management system;
- Work cooperatively with others responsible for instructional and outreach/marketing

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activities, assistive technologies and for other campus services using the website;

- Seek out and incorporate best practices in current and emerging technology;
- Manage multiple tasks and meet tight deadlines; and
- Improve written content with great attention to detail.

QUALIFICATIONS

Education/Experience Required:

- Associate Degree in English, communications, journalism, information systems, or related fields OR equivalent experience in the field.
- Bachelor’s degree preferred.
- One year or more of website content development or equivalent publications for the Web. One to three years of experience in content management related to Web publishing or equivalent.

Other Required or Preferred Qualifications:

- Hands on experience with Microsoft SharePoint content management system or other website creation software a plus. Familiarity with Web 2.0 innovations is also a plus.

WORKING CONDITIONS:

- Duties primarily performed in an office environment at a desk or personal computer.
- The incumbent will experience interruptions while performing normal duties during the regular workday.
- The incumbent will have contact, in person, by email or on the telephone, with executive, management, supervisory, academic and classified staff and the general public.

PHYSICAL DEMANDS:

- Typically may sit for extended periods of time.
- Operates a computer.
- Communicates over the telephone, by email, and in person.
- May lift, carry, and/or move objects weighing up to 20 pounds.

SPECIAL QUALIFICATION:

- A sensitivity to and an understanding of the diverse academic, socioeconomic, cultural, and ethnic backgrounds of staff and students and to staff and students with disabilities.

APPROVALS

Date Created/Revised:	05-03-2016
Cabinet Reviewed:	05/17/2016/05-24-2016
Board Approved:	10-12-2016

The District shall provide equal employment opportunities to all applicants and employees regardless of race, religious creed, color, national origin, ancestry, physical disability, mental

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disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation, or status as a Vietnam-era veteran. (AP 3410 – Nondiscrimination)