

Web Content Manager Job Description

CATEGORY: Administrative and Professional
POSITION STATUS: FULL-TIME(TEMPORARY)
FLSA STATUS: EXEMPT
SALARY CODE: 17
REPORT TO: EXECUTIVE DIRECTOR OF ADVANCEMENT & COMMUNICATIONS
REVIEWED DATE:

The incumbent in this job is expected to assist the College in achieving its vision and mission of student success and service to the community. A commitment to excellence, service, and a willingness to assist as needed are expectations for all employees.

JOB SUMMARY

The Web Content Manager is responsible for creating, updating and optimizing content for two of the college's digital channels, primarily the external website and intranet. This position is also responsible for developing and implementing the college's SEO strategy. Key projects include: meeting with stakeholders to identify and develop relevant content needed for website, based on digital content best practices; recommending strategies to optimize the user experience of digital channels; and organizing publishing schedules. This role is part of the college's marketing team and will initially focus on content production for the external website

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Author and update copy for the college's external website and intranet.
- Collaborate with creative, marketing and multimedia teams to build asset visuals and interactive assets.
- Collaborate with the creative team for layout and wire framing of new web pages and graphics and deliver enhanced, optimized templates.
- Ensure that content delivers a seamless user experience and fits into the information architecture of the platform.
- Oversee publishing to ensure quality control of visuals and copy; ensure published content aligns to brand styles and standards.
- Manage the daily operations for digital channel projects including tracking progress and ensuring accurate, timely delivery.
- Partner with analytics team to measure content success and inform go-forward strategy.
- Develop and implement SEO strategy that reflects the business needs and increases direct response traffic.
- Keep websites relevant with the latest SEO digital marketing trends and best practices.
- Maintain a clearly defined SEO roadmap, defined SEO KPIs, content strategy, and processes to drive content SEO.
- Identify and fix technical SEO issues rapidly, including architecture, crawlability and indexability, broken links, etc.
- Perform ongoing keyword discovery and optimization that outperforms the competition.
- Provide oversight for the syncing of content between the website and mobile application.

Web Content Manager Job Description

REQUIRED KNOWLEDGE AND SKILLS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Excellent written and oral communication skills.
- Strong understanding of the principals of digital marketing and web site design.
- Strong project management skills.
- Perfectionist-level attention to detail and exceptional quality standards.
- Proactive, self-motivated with the ability to work independently.
- Problem solver; identifies a problem and comes to the table with possible solutions.
- Familiar with web content management systems.

REQUIRED EDUCATION AND EXPERIENCE

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the education and experience required.

- Bachelor's degree in marketing, communication, web design/development or related field.
- Three (3) years' relevant experience as a digital content coordinator, web developer/producer, web content author or similar.
- Familiarity with HTML and CSS.
- Proven experience in planning and implementing a successful SEO strategy.
- Familiarity with SEO best practices, keyword research and web analytics tools.

PREFERRED EDUCATION AND EXPERIENCE

- Familiarity with WordPress preferred.
- Experience working within a higher education environment or with an institution of higher education preferred.

CERTIFICATES AND LICENSURES

- None

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to stand. The employee is occasionally required to walk; sit; use hands and fingers to handle objects, tools, or controls; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; talk or hear; and taste or smell. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 60 pounds.

Web Content Manager Job Description

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee occasionally works near moving mechanical parts and is occasionally exposed to risk of electrical shock. The noise level in the work environment is usually moderate.

Disclaimer:

The duties listed are intended only as illustrations of the various types of work that may be performed. 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. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Are you able to perform these essential job functions with or without reasonable accommodation?

- Yes
- With Accommodations

Employee Signature: _____ Date: _____

Direct Supervisor: _____ Date: _____

HR Representative: _____ Date: _____

POSTING SPECIFIC QUESTIONS

Required fields are indicated with an asterisk (*).

1. *How did you hear about this employment opportunity?
 - TSC Website
 - HigherEdJobs
 - Indeed
 - LinkedIn
 - Specialty Job Board
 - Facebook
 - Work-In-Texas/ Texas Workforce Commission

Web Content Manager Job Description

- Job Fair
 - Personal Referral
2. *Do you have a Bachelor's degree in marketing, communication, web design/development or in a related field?
 - Yes
 - No
 3. *Do you have three (3) years' relevant experience as a digital content coordinator, web developer/producer, web content author or similarly related experience?
 - Yes
 - No
 4. *Do you have familiarity with HTML and CSS?
 - Yes
 - No
 5. *Do you have proven experience in planning and implementing a successful SEO strategy?
 - Yes
 - No
 6. *Do you have familiarity with SEO best practices, keyword research and web analytics tools?
 - Yes
 - No
 7. *Do you have familiarity with WordPress?
 - Yes
 - No
 8. *Do you have experience working within a higher education environment or with an institution of higher education?
 - Yes
 - No