



WRITER/EDITOR/WEB CONTENT DEVELOPER

SALARY GRADE: [C1-60](#)

DEFINITION:

Under the direction of the assigned administrator, responsible for writing, editing, developing and maintaining information on the College's website, portal and any projects for external and internal development. This position has broad responsibility for an overview of the entire college website and other digital media, coordinates with graphic designers and college departments to oversee the accuracy and quality of the college's website, including photos, graphics and videos. This position may also train others on writing, best practices and the use of the content management system (CMS) and templates, and write and/or copyedit formal college, state and regional reports ranging from brief to extensive and in-depth.

DISTINGUISHING CHARACTERISTICS:

This position serves as the lead writer for all web-based and digital content, and related print materials. This position is expected to demonstrate exceptional writing skills adaptable to a variety of vehicles, and to synthesize, synopsise and interpret material for designated audiences including potential and current students, faculty, staff, community members and public officials.

EXAMPLE OF DUTIES AND RESPONSIBILITIES:

Depending upon assignment, duties may include, but are not limited to, the following:

1. Maintain college webpages as assigned; research, write, edit and implement content information for the college webpages; create, recommend, and collaborate in the implementation of complementary content such as photos, graphics, and video. 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.
2. Coordinate with graphic designers and others to prepare and distribute Web page templates for use by college divisions, departments, programs and administration. Draft editorial guidelines and styles for the college's Web site.
3. Research, draft, write and edit other internal and external digital communications, such as news stories for the website, social media posts and digital newsletter, brochure and advertising text, and event and video scripts.
4. Write and edit print communications including formal college, state and regional reports ranging from brief to extensive and in-depth.
5. Train, advise, and instruct others on the correct usage of the college's Web editorial guidelines, webpage development, writing, best practices, procedures to update forms and other content, and the use of the content management system (CMS).
6. Take photographs and utilize other graphic elements to accompany text for the Web site or in printed publications.
7. Update information and appropriate links on the college's site. Keep current with related resources and search engines, website development trends, and media, including social media, and other emerging trends. Research and maintain new and emerging developments in electronic communications that can be used to increase visibility and enhance better communication with internal and external stakeholders.

8. Train and oversee the work of student workers to help with site maintenance.
9. Coordinate technical procedures with the web coordinator and other staff and faculty.
10. Perform related duties as assigned.

EMPLOYMENT STANDARDS:

Knowledge of:

1. Different attributes and characteristics of various styles of writing and the appropriate adaptation of communication style to audience.
2. Methods, techniques, and best practices for writing and coordinating for digital and print environments.
3. Techniques used to create and edit HTML coding and/or programs applicable to content management systems.
4. Methods and techniques of public relations, technical, news writing, marketing and advertising copy.
5. Outstanding writing skills and oral communication skills. Content editing, line editing and copyediting.
6. Research, fact-checking, and interview techniques.
7. Advanced English usage, grammar, spelling, punctuation and vocabulary.
8. Interpersonal skills using tact, patience and courtesy.
9. District organization, operations, policies and objectives.
10. Websites and collateral as tools for information, explanation and action.
11. Current and emerging media, including social media.
12. Current and evolving student communication needs and practices.
13. Software used in marketing/communications environments.
14. Website accessibility standards.
15. Applicable sections of the State Education Code and other laws.
16. Technical aspects in the field of specialty.

Ability to:

1. Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.
2. Support, implement, and promote advancement of the district's Diversity and Equal Opportunity Plan in all aspects of employment and education and view marketing/communications as a vehicle for social justice.
3. Write and edit clear, concise, accurate and effective informational materials for public distribution, adapting tone, voice and technique as appropriate for various audiences and vehicles,
4. Effectively educate, train, and advise others on webpage development, writing, best practices and the use of the content management system (CMS).
5. Understand and follow oral and written directions.
6. Work independently with little direction in a team environment requiring cooperative and effective collaboration and working relations with others.
7. Operate a computer, scanner, digital and standard camera and other computer related equipment, tools, content management systems, and software relevant to communications work.
8. Analyze situations accurately and adopt an effective course of action.
9. Meet schedules and time lines.
10. Plan and organize work.
11. Communicate effectively both orally and in writing.

Education and Experience

Any combination equivalent to:

1. Bachelor's Degree in English, journalism, marketing, or a related field.
2. Two (2) years of experience in a related area, such as marketing, communications, or publications with an emphasis on writing and editing in a digital environment.

WORKING CONDITIONS:

Environment:

1. Office environment.
2. Frequent interruptions.

Physical Abilities:

1. Hearing and speaking to exchange information in person and on the telephone.
2. Dexterity of hands and fingers to operate computer keyboard.
3. Seeing to read various materials.
4. Standing for extended periods of time.
5. Walking.
6. Reaching overhead, above the shoulders and horizontally.
7. Bending at the waist, kneeling or crouching.
8. Lifting, carrying, pushing or pulling objects up to 20 lbs.

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