

# Human Resources

EXTERNAL POSITION OPEN

*Grand Rapids Community College is committed to a diverse and inclusive work and learning environment.*

Date: February 27, 2018  
 Title: **Web Content Specialist**  
 Position Number: 861  
 Hours: 40 hours/52 weeks  
 Annual Compensation: Meet and Confer, Grade 13, \$47,951  
 Reports to: Director of Communications  
 Posting closes: March 13, 2018

## SUMMARY

The web content specialist is responsible for curating and managing content for the college's website (grcc.edu). Primary responsibilities include the creation and editing of website copy to account for accuracy, audience, style and tone of messaging in accordance with GRCC Brand Standards; ensuring accessibility standards are met; assisting with website user training, which includes, but is not limited to, advising the Drupal user educational process and identifying checks and balances; working as a member of the cross-departmental team that is managing the evolution of the website; acting as the liaison between the communications department and the college regarding website content work, as well as managing documentation of that work.

## ESSENTIAL JOB FUNCTIONS

- Manage the communications department content management system.
- Plan web content goals with departments and web editors.
- Track content success using analytics.
- Advise and assist college departments with copywriting, editing and proofreading web page content in accordance with GRCC brand standards.
- Write web page copy.
- Serve as the liaison between the communications department and college departments with regard to web page content updates.
- Maintain schedule of web page content updates.
- Create communications to the college community regarding web content publishing guidelines and standards.
- Manage and administer website content approval processes.
- Schedule and facilitate web editor training.
- Create supplementary training material as needed.
- Collaborate on web content development projects (including, but not limited to, copy, photography and video).
- Oversee website analytics, using reports to guide the content redesign processes.
- Support the director of communications in the development and implementation of web content policies.
- Assist the director of communications in implementation of administrative priorities – with regard to accessibility, aesthetic, editorial, and marketing objectives – for GRCC's web presence to ensure accurate and professional representation of the college.
- Participate as a member of the team managing the evolution of the college's website (collaborative team includes

- communications, admissions and enrollment, and IT departments).
- Pull and analyze reports on website data as needed.
- Use Siteimprove to analyze website readability, quality assurance, and ADA compliance.
- Assist web editors with Siteimprove reports.
- Manage web editor permissions for more than 100 web editors.
- Plan document accessibility training for web editors, staff and faculty.
- Facilitate document accessibility training.
- Check and remediate documents for accessibility as needed.
- Assist IT in implementing processes around document accessibility training.
- Ensure all website content is in compliance with federal ADA regulations.
- Stay updated on federal regulations surrounding ADA compliance.
- Research and implement long-term solutions related to website accessibility and design.
- Assist IT with TeamDynamix ticketing system, managing web content-related tickets.
- Manage the college editorial style guide.
- Lead website redesign efforts with a focus on UX/UI.
- Conduct focus groups to test website usability and research user needs.
- Act as website product owner in the absence of a Communications director, making key decisions on the content migration processes.
- Monitor and report on IT's website development efforts.
- Represent the department on college teams, as needed.
- Regular attendance during normal scheduled hours is required. Being present is essential for serving customers and performing the essential functions of this position.
- Other duties as assigned by Director of Communications.

## JOB SPECIFICATIONS

### Education

- Bachelor's degree in marketing, public relations or a communications-related field required.

### Experience

- Minimum of 3-5 years' relevant experience in a communications-related role, with demonstrated success managing web pages.
- Prior experience in a higher education setting desired.

### Skills

- Advanced copywriting skills.
- Ability to work within a content management system, Drupal preferred.
- Excellent oral/written communication and interpersonal skills.
- Proficiency in Adobe Creative Suites and Microsoft Office.
- Experience in website development using an information architecture approach.
- General understanding of how website style sheets and templates function.
- Ability to work under pressure to meet deadlines.
- Ability to adapt and work in a team-based, collaborative environment.
- Strong organizational skills to manage multiple projects at one time.
- Proven analytical and problem-solving abilities.

- Willingness to learn new skills by practicing quality improvement.
- High level of creativity, energy, enthusiasm and motivation.
- Must possess initiative and be able to work independently.
- Ability to use good judgment when handling confidential, or sensitive, college material.

### Mental Demands

- Must be able to communicate effectively and efficiently both verbally and in writing.
- Must be able to effectively manage high stress issues and concerns.
- Must be comfortable with public speaking.

### Physical Demands

- The position requires long periods of sitting, standing, reading and writing, listening and speaking.
- Must be able to lift up to 20 pounds.

### Working Conditions

- Office/desk work.

## METHOD OF APPLICATION

Grand Rapids Community College is only accepting online applications for this position. Please apply at <https://www.grcc.edu/jobs>. Submit a cover letter and resume in one document. Application instructions including how to upload attachments can be found [here](#). The opportunity to apply for this position will close on **March 13, 2018, at 11:59 PM ET**. Individuals with diverse backgrounds are encouraged to apply. Grand Rapids Community College is an Equal Opportunity Employer.

*Grand Rapids Community College creates an inclusive learning and working environment that recognizes the value and dignity of each person. It is the policy and practice of GRCC to provide equal educational and employment opportunities regardless of age, race, color, religion, marital status, sex/gender, pregnancy, sexual orientation, gender identity, gender expression, height, weight, national origin, disability, political affiliation, familial status, veteran status or genetics in all programs, activities, services, employment and advancement including admissions to, access to, treatment in, or compensation in employment as required by state and federal law. GRCC is committed to reviewing all aspects of GRCC programs, activities, services and employment, including recruitment, selection, retention and promotion to identify and eliminate barriers in order to prevent discrimination on the basis of the listed protected characteristics. The College will not tolerate any form of retaliation against any person for bringing charges of discrimination or participating in an investigation. Further information may be obtained from the EEO Office or the Office of General Counsel, 143 Bostwick Avenue NE, Grand Rapids, MI 49503-3295.*

