

Sam Houston State University Human Resources

Staff Classification Description – Web Content Specialist

Skill Category: Technical/Para-Professional

Position (Employee) Class: 4N352 (N1)

Grade: 14

Date: 07/2014

Department: Assigned

Educational & Experience Requirement: Associate's Degree in related field. Two years experience in related field required. Prior experience working with a web content management system, Google analytics and Section 508 standards would be helpful. Editorial experience writing for a newspaper, magazine or public relations office also helpful. A combination of education, experience, and training that would produce the required knowledge and abilities could be considered.

Nature & Purpose of Position: Writes, edits, and proofreads college and university website content including text, graphics and layout.

Supervision Given & Received: Works under minimum supervision and may supervise staff.

Primary Responsibilities: Develops and manages content, web pages, and graphics for university websites and online properties. Develops web pages using Hyper Text Markup Language (HTML), Cascading Style Sheets (CSS), the university web content management system (CMS) and various social media tools. Works with a cross-divisional team to maintain and develop consistent visual presentation and master content calendar. Coordinates web projects across departments. Writes, copyedits and proofreads web content. Develops web graphics using contemporary graphics tools. Works cooperatively with key college stakeholders, team members and vendors. Performs other related duties as assigned.

Other Specifications: This position requires strong writing, editing and proofreading skills and significant experience using Dreamweaver and Photoshop to create websites, mockups and graphics. Must have working technical knowledge of HTML and CSS. Must have proven ability to work collaboratively, exercise diplomacy and build consensus within a cross-divisional team. Ability to manage multiple projects in a fast-paced environment, exceptional communication and organizational skills are required. This position requires the ability to set priorities and procedures for accomplishing work based on previous experience and knowledge of organizational policies and procedures. Work is of moderate technical complexity and problems are resolved based on knowledge from experience and/or college level courses. Policy interpretation is limited to situations which have been previously defined and where parameters have been established.

This is a classification description with the complete list of job duties being maintained at the departmental level. Other job duties necessary for the effective operation of the University are expected to be performed. Any qualifications to be considered as equivalents in lieu of stated minimums require the prior approval of Human Resources.

Sam Houston State University is an at will employer and drug free/smoke free workplace. This position is security-sensitive and thereby subject to the provisions of the Texas Education Code §51.215, which authorizes the employer to obtain criminal history record information. The pay grade range is inclusive of social security benefit replacement pay.

Sam Houston State University is Committed to Equal Opportunity in Employment and Education.