Web Content Specialist 1819-69
MARKETING DEPARTMENT
ROCKLIN CAMPUS

Sierra College is seeking a full-time Web Content Specialist in the Marketing Department. Sierra College is a Community College located near Sacramento, California where a heavy emphasis is placed on academic excellence and student success. Since its founding in 1936, Sierra College has focused on quality instruction and meeting the evolving needs of the students and communities that it serves. The Sierra Community College District covers more than 3,200 square miles and serves the Northern California foothill counties of Placer and Nevada, as well as parts of El Dorado and Sacramento. We serve over 18,000 students throughout the region in both on-ground and online courses, including students at our main Rocklin Campus as well as at three centers located in Grass Valley, Tahoe/Truckee, and Roseville.

Sierra College has a strong commitment to the achievement of equity and inclusion among its faculty, staff, and students and values the rich, diverse backgrounds that make up the campus community. A strong candidate for this position must demonstrate a profound understanding of and experience with successfully supporting individuals with varying backgrounds. This includes persons with disabilities, various gender identities and sexual orientations, as well as individuals from historically underrepresented communities and other groups. Our District is committed to providing strategies for success and proactive student-centered practices and policies focused on eliminating equity gaps.

As an institution, Sierra College is committed to eliminating the equity gap in all student populations with dynamic, learner-centered practices and policies that fully engage the college community. The ideal candidate will share the College's commitment to helping its racially and socioeconomically diverse students succeed in their degree and career objectives. Currently, Sierra College enrolls 18,300 students per term: 26% of Sierra College's students are Latinx, 3% are African-American, 2% are Filipino, 5% are Asian-American, 1% are Native American, 6% are multiracial and 57% are White. As a Hispanic Serving Institution (HSI), Sierra College understands that it has a great responsibility to the educational attainment and economic well-being of our students.

The successful candidate will join a College dedicated to the use of culturally responsive strategies and methods that meet the varying needs of our students, faculty, staff, and surrounding community. Sierra College demonstrates its commitment to equity by supporting ongoing professional development for students, faculty, and staff. These opportunities include trainings and workshops on equity and inclusion, SC4 (Sierra College Community, Creativity, Culture, and Collaboration Training), active Academic Senate standing committees concerned with student success and equity, a Presidential Equity Advisory Committee (PEAC), culturally responsive student engagement centers, support for our undocumented and AB540 students, campus-wide equity summits, a robust set of programs, events, and conferences related to equity-mindedness and supporting the success of our diverse students.

Under the administrative direction of the appropriate manager, the Web Content Specialist provides overall content and maintenance for the District's website to ensure an engaging and streamlined user experience. The Web Content Specialist provides writing, editing, maintenance and support for webpages through coordination with the college community. Also, maintains the look, feel, and tone of webpages to adhere to institutional branding, messaging, web style guidelines, and accessibility.

EXAMPLES OF FUNCTIONS AND TASKS

REPRESENTATIVE DUTIES - *The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.*

1. Proactively develops, edits and maintains content on the college's online entities including websites and landing pages within the District's Content Management System, mySierra portal and other web related content, with strategic attention to creating a consistent and engaging user experience. Updates appropriate links on college website and keeps current with related resources and search engines.

2. Creates new pages from templates to maintain an appealing flow and uniformity with regard to college branding, visual images, font, photos, and layout. Maintains clean and valid HTML and CSS.
3. Implements standards for web content and editing, navigation, usability, consistency, and tone of webpages.
4. Evaluates the organization and content of the webpages to ensure users navigate the website in an intuitive and logical manner.
5. Assures that all college web entities are in compliance with federal and state accessibility (Section 508) standards.
6. Collaborates with the District's Information and Instructional Technology (IIT) Department to coordinate with web servers, portal servers and portal administration.
7. Works with college community (administrators, faculty, and staff) to understand the web needs and translate into accurate, relevant and well-written web content.
8. Provides support and training to college community for the website and other related web applications. Sets up permissions and workflows for college community to suggest webpage content edits.
9. Regularly monitors and analyzes user behavior, needs, preferences and objectives using a wide variety of qualitative and quantitative methods, including web analytic tools, surveys and focus groups.
10. Produces and analyzes reports into meaningful reports for key stakeholders. Translates results into recommendations and actions for improvement of user experience and SEO.
11. Participates in the planning and implementation of district-wide technology tools to ensure effective integration into the college website.
12. Assists with writing and editing for other projects, when needed.
13. May train and provide work direction to assigned student workers and temporary help as assigned.
14. Performs related duties as required.

QUALIFICATIONS - *The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

Education and Experience Guidelines: *Any combination of education, experience and training that provides the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

Education/Training:

A Bachelor's degree from an accredited college or university with major coursework in English, Communication, or a related field.

Experience:

Two or more years of increasingly responsible experience in writing and/or editing content intended for public consumption and web based content.

Knowledge of:
- Writing and editing disparate content to achieve a consistent voice.
- Proper English language composition, usage, grammar, syntax, vocabulary, spelling and punctuation.
- Web content management systems.
- Web analytics tools.
- Federal and state accessibility (Section 508) standards.
- Basic web layout and design concepts and principles.
- Basic HTML and CSS.

Ability to:
- Ability to learn new technologies and systems, and adept at training others.
- Strong aptitude in organizing and verbalizing complex information.
- Strong aptitude for configuring and using technology tools.
- Excellent communication skills, both orally and in writing.
- Interpersonal skills.
- Self-starter with the ability to work independently, with department or as a member of a committee or workgroup.
- Ability to facilitate discussions with college community to understand their webpage needs.
- Ability to evaluate website content and navigation for effectiveness using data, evaluation tools, usage reports, interviews and observation of behavior.
- Ability to effectively prioritize work in order to meet deadlines and maintain schedules to anticipate future deliverables.
- Ability to adapt to rapidly changing processes and procedures, especially those involving the use of technology.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT - *The conditions herein 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 job functions.*

Environment: Work is performed primarily in a standard office setting.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally walk, stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction.

Hearing: Hear in the normal audio range with or without correction.

COMPENSATION

Salary & Benefits: $25.62 hour, 40 hours per week, 12 months per year**.**   Current work hours are subject to change in accordance with pertinent provisions of the collective bargaining agreement. Family coverage health, dental and vision insurance, P.E.R.S. retirement system, income protection, life insurance, sick leave, vacation, and holidays as provided according to District policy.

APPLICATION PROCEDURE

Required Documents

Please include a self-assessment that addresses the responsibilities and qualifications listed on the job announcement, including:

a. The transferable experience, knowledge, skills and abilities to serve as a Web Content Specialist.
b. What equity-minded practices would you incorporate into this role?
c. Evidence of responsiveness to and understanding of the racial, socioeconomic, academic, and cultural diversity within the community college, including individuals with different ability statuses (e.g., physical and/or learning) as these factors relate to the need for equity-minded practice in the campus community.

Candidates must submit a Sierra College <u>Online Application available at</u>:
https://sierracollege.hiretouch.com/

DEADLINE: Applications must be received by the Sierra College Human Resources Department no later than FRIDAY, JUNE 7th, 2019. Late or incomplete applications will not be considered.   Cover letters and resumes are not required but may be included if applicant so desires. Please note that letters of reference may be utilized during the reference checking process, but will not be provided to the hiring committee.

TRAVEL EXPENSES BORNE BY THE CANDIDATE

Persons with questions regarding reasonable accommodation of physical and other disabilities should contact the Sierra College Human Resources Department at (916) 660-7105.

Other terms and conditions of employment are specified in the applicable collective bargaining agreements on file in the District Human Resources Department. Position description of record on file in the Human Resources Department.

Sierra Community College District currently operates campuses in Rocklin, Roseville, Truckee and Grass Valley. In its management of a multi-campus environment, the District reserves right of assignment including the right to change assignment locations and shift assignments based on District need. Although this position may currently reside at the Rocklin campus, the assignment location may be subject to change as needed. Additionally, the district reserves the right to cancel, revise or re-announce this position as well as any and all positions at any time.

EEO EMPLOYER

Sierra College is an equal employment opportunity employer committed to nondiscrimination and the achievement of diversity among its faculty, staff, and students.

SIERRA COLLEGE HUMAN RESOURCES DEPARTMENT
(U BUILDING)
5100 SIERRA COLLEGE BOULEVARD
ROCKLIN, CA 95677
(916) 660-7105 / hr@sierracollege.edu

If you have limitations hearing or speaking, the State of California offers a specially-trained Communications Assistant (CA) that can relay telephone conversations for all of your calls. Dial 711 to reach the California Relay Service (CRS). Dialing 711 is for everyone, not just those who have difficulty hearing on a standard phone. If you prefer having your calls immediately answered in your mode of communication, dial one of the toll-free modality and language-specific numbers below. The call will be routed to the CRS provider.

Type of Call	Language	Toll-free 800 Number
TTY/VCO/HCO to Voice	English	1-800-735-2929
	Spanish	1-800-855-3000
Voice to TTY/VCO/HCO	English	1-800-735-2922
	Spanish	1-800-855-3000
From or to Speech-to- Speech	English & Spanish	1-800-854-7784

DIAL 711