

JOB INFORMATION

Effective Date	3/9/2023
Job Code:	2823
Job Title:	Web Content Specialist
Salary Grade/Structure:	040 - Admin-Professional
Career Level Name:	
FLSA Name:	Exempt
EEO Code:	30-Professional Non-Faculty
Job Function:	Communications
Job Family:	Writing & Communications
Job Summary	The Web Content Specialist is primarily responsible for the content on the UHCL website (www.uhcl.edu). Other duties include monitoring web content across the university and assisting academic and administrative departments with updating their pages.

COMPETENCIES

Competencies

Please refer to the UHCL Human Resources webpage for UHCL core competencies for all eligible job levels.

QUALIFICATIONS

Education

Education Level	Education Details	Required/Preferred	
Bachelor's Degree	Bachelor's degree in Communications, Web Development, Media Arts, or related field.	Required	

Work Experience

Experience	Experience Details	Required/Preferred	
Some	Minimum two years of professional web development and web maintenance experience.	Required	
Less than 3 yrs	Experience developing, maintaining, and theming content management systems in a professional setting.	Preferred	

Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Preferred
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Knowledge, Skills and Abilities

KSAs	Proficiency
• Knowledge with HTML, CSS, and content management systems.	Proficient
• Knowledge with SEO, accessibility, and web analytics.	Proficient
• Knowledge of current web trends, techniques, and technologies.	Proficient
• Skills in creating and editing various types of web content ranging from general text to visuals.	Proficient
• Skills in computer applications for web production, image and video editing, illustration, and / or other state-of-the-art digital communication capabilities (proficiency with Adobe Creative Suite is a plus).	Basic
• Skills in website tools such as Siteimprove, SEMRush, and Google Data Studio.	Basic
• Ability to balance multiple priorities to meet deadlines, both independently and as part of a team.	Proficient
• Ability to leverage data and performance metrics to make informed decisions.	Skilled
• Ability to learn new technologies quickly and independently.	Skilled

JOB RESPONSIBILITIES

Campus Security Authority

Remote Work Capable

Essential Functions

Essential Function	% TIME
• Maintain content on main www.uhcl.edu website.	40%
• Maintain and create content layout templates.	20%
• Monitor/analyze web activity using Google Analytics and Modern Campus statistics.	15%
• Train department personnel to update and maintain their pages.	10%
• Review and implement recommendations from tools such as SiteImprove.	10%
• Other related duties as assigned.	5%

PRE-EMPLOYMENT

MVR:	No
Criminal History:	Yes
Physical Exam:	No
Hearing Exam:	No
Pulmonary Function Test:	No

PHYSICAL DEMANDS/WORKING CONDITIONS

Office and Administrative Support

Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			

Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Walking			X			
Sitting					X	
Lifting		X				
Carrying		X				
Pushing		X				
Pulling		X				
Climbing		X				
Balancing		X				
Stooping		X				
Kneeling		X				
Crouching		X				
Crawling		X				
Reaching		X				
Handling			X			
Grasping			X			
Feeling		X				
Talking					X	
Hearing					X	
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

Working Environment

Working Condition	N/A	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise			X		
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Travel Requirements

Estimated Amount	Brief Description