JOB DESCRIPTION

Position Title: Web and Digital Content Specialist

Department: Marketing and Communications

FLSA Status: Non-Exempt

Reports to: Web and Digital Content Manager; Dotted line to Director of Marketing & Communications

Last Reviewed: July 2022

BASIC FUNCTION

The Web and Digital Content Specialist, as a member of both the Marketing and Communications and Technology teams, is responsible for supporting day-to-day content maintenance and generation for ADCES’ various web properties: danatech.org and diabeteseducator.org.

With guidance and oversight from the Web and Digital Content Manager, this position ensures that quality, relevancy, strategic value and brand consistency standards are met with all posted content. This position collaborates across all internal departments to coordinate content-related efforts.

ESSENTIAL DUTIES AND RESPONSIBILITIES

ADCES Technology Website

- At the request of the Web and Digital Content Manager – assists with updates to resource content in danatech.org. This is done through an IT ticketing process.
- Assists with technical troubleshooting with the IT Department and/or relevant vendors to ensures website performance and an excellent end-user experience with danatech.
ADCES Website Management

- Works closely with ADCES departments to update content on the ADCES Website and any affiliated microsites and provides copyediting/proofreading assistance. Departments are primarily responsible for developing and generating content, but this role provides collaborative and proactive oversight and guidance to streamline process.
- Keeps up to date on best practices/trends for digital communications, responsive web design and content governance.
- Debugs issues that arise with the websites in collaboration with the Web and Digital Content Manager and IT Department or relevant vendors.
- Using ADCES’s branding guidelines, adheres to stylistic standards.

KNOWLEDGE, SKILLS, AND ABILITIES

- Strong competency with online collaboration and publishing tools, CSS, HTML, JavaScript, and UI/UX.
- Experience with graphic design software, a plus.
- Prior experience working within content management systems.
- Possess written and oral communication skills.
- Ability to multitask under tight deadlines.
- Accountable to deadlines, with a strong attention to detail.
- Demonstrated ability to work effectively both independently and as part of a collaborative team environment.

EXPERIENCE/EDUCATION

- Prior related virtual communications and/or marketing experience required, minimum 2 years demonstrated experience preferred.
- Relevant coursework, Bachelor’s degree in related field preferred.
- Experience working within content management systems preferred.
- Prior project management experience a plus.

PHYSICAL DEMANDS

Nature of work requires an ability to operate standard business office equipment. Requires ability to communicate and exchange information, collect, compile, and prepare work documents, set-up and maintain work files.

WORKING CONDITIONS

Majority of work performed in a general office environment. Position may require availability for extended hours or occasional non-traditional hours to perform job duties.