Web Content Specialist - 57450-1A

Updated: Aug 8, 2023
Location: Irvine-Campus
Job Type: Department: Engr DO Communications

Job Opening ID: 57450
Reports To: Director of Communications
Working Title: Web Content Specialist
Department: Engr DO Communications
Bargaining Unit: 99
FLSA: Exempt
Payroll Job Code: 007455
Job Location: UCI Campus- Irvine
Percent of Time: 100%
Work Schedule: 8-5
Employee Class: Career

Position Summary:

Founded in 1965, the Samueli School of Engineering educates more than 4,600 students (3,728 undergraduates and 961 graduates) with an integrative approach that blends fundamentals, research and hands-on experience. The School’s aim is to unleash innovation, create opportunities and inspire ingenuity. The School’s faculty members are leaders in their disciplines who have achieved worldwide recognition for their research and dedicated teaching. The School includes six academic departments. Under the leadership of the Dean, the School pursues research that is timely, socially responsible and cutting edge, and works in partnership with industry, state, and federal agencies to promote the transfer of research to applications that benefit society. Current research thrusts include Communications and Information Technology, Energy and Sustainability, Human Health, and Advanced Manufacturing and Materials. The Samueli School’s communication unit provides marketing, news and feature writing, media relations, photography, and event planning and logistics services for the school. The team supports the dean’s office units, the academic departments and is responsible for the school’s award-winning annual magazine, printed and online communications, the website and social media channels.

Uses skills as a seasoned, experienced digital communications professional to produce design and layout for a variety of non-routine and moderately complex web site applications; ensure search engine optimization; and develop social media platforms. Demonstrates a full
understanding of industry practices and organization policies and procedures. Demonstrates good judgment in selecting methods and techniques for obtaining solutions. Reporting to the Director of Communications, this position creates daily content, building upon, getting to know and engaging with the audiences on the school’s website and other digital platforms. The Web Content Specialist is responsible for maintaining the quality, accuracy and timeliness of the school’s communications online presence. As a key member of the marketing and communications team, the Web Content Specialist collaborates and works closely with stakeholders across the school to conceive, plan, direct and coordinate digital content for publication in alignment with the schools branding and strategic objectives. Maintains current knowledge of best practices and emerging developments in web design, web development, and technology. The position creates content for various platforms, monitors trends in varying digital tools trends in digital tools, applications, channels, design and strategy, continuously evaluate additional platforms and tools that support the school's goals. Analyzes, reviews and reports on effectiveness of campaigns in an effort to maximize results.

Key Responsibilities

List key functions and the estimated percentage of time spent performing each of the responsibilities. Indicate which responsibilities are considered "Essential" to the successful performance of the job as defined by the EEOC: “Essential functions are the basic job duties that an employee must be able to perform. You should carefully examine each job to determine which functions or tasks are essential to performance.”

Example:

25% Essential Performs basic design, development, modification and debugging of software. Evaluates basic software for functional areas. Analyzes existing software or works to formulate logic for basic systems, prepares basic specifications and performs coding.

<table>
<thead>
<tr>
<th>% of time</th>
<th>Essential Function (Yes/No)</th>
<th>Key Responsibilities (To be completed by Supervisor)</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>Yes</td>
<td>The Website Lead/Coordinator serves as the primary contact for all aspects of the school of engineering website, handling a range of responsibilities that include web design and development, routine site and content maintenance, and various updates to ensure site aligns with the goals and objectives of the school. Produces design and layout for a variety of web applications, as well as information architecture. Lead the effort to refresh the design and navigation of the current website.</td>
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<tr>
<td>20</td>
<td>Yes</td>
<td>Create various digital platforms, including but not limited to e-newsletters, e-announcements, e-event marketing, and digital</td>
</tr>
</tbody>
</table>
signage. Analyze, review and report on effectiveness of campaigns in an effort to maximize results.

| 10 | Yes | Meets and consults with clients on a variety of digital communications projects including moderately complex assignments; develops, presents, and recommends web content, site architecture and visual material. Review, edit, and approve web content authored by school-wide content contributors, and train new contributors as needed. |

| 7 | Yes | Create and maintain a digital editorial calendar for keeping website fresh and current, and effectively communicating timely and/or themed messaging. Accountable for ensuring technical accuracy and understandability of web content. |

| 5 | Yes | Maintains currency with emerging and state-of-the-art technical and other web-related equipment, requirements, and developments (for example, accessibility issues) and recommends and as directed, takes action to ensure compliance. |

| 5 | Yes | Collects and analyzes web analytics and similar data; identifies opportunities to improve search engine optimization (SEO), time on site, web traffic, and other relevant metrics and recommend necessary content or architectural changes. Monitor trends in digital tools, applications, channels, design and strategy, continuously evaluate additional platforms and tools that support the school’s goals. |

| 3 | Yes | Develop and implement engagement cycles to build and grow the school’s online community and followers, including maintaining electronic mail lists. Contribute to and manage a digital archive of all media assets created by the school. |

**Total Compensation:**

In addition to the salary range listed below, we offer a wealth of benefits to make working at UCI even more rewarding. These benefits may include medical insurance, sick and vacation time, retirement savings plans, and access to a number of discounts and perks. Please utilize the links listed here to learn more about our compensation practices and benefits.

$73,900.00 - $88,850.00 (Annual Salary) Expected Pay Range within the Full Salary Range
$73,900.00 - $133,700.00 (Annual Salary)
Required:

At least 4 years of experience in professional web/digital design and strategy. Bachelor’s degree in related area and / or equivalent experience / training.

Thorough knowledge of the fundamentals of design and user experience, including skill to design in an appealing, lively and relevant way. Thorough understanding of technical language and requirements of the assigned work. Thorough knowledge of content management systems and / or relevant web applications used for web production and organization-specific computer application programs. Skill and ability to create content for various digital platforms (ex.) e-newsletters, e announcements, e-event marketing, digital signage.) Thorough skills to create clear, easy-to navigate, informative, accurate, well-designed, and functional web sites that provide web content consistent with the organization's message and in keeping with management directives and client objectives. Thorough understanding of organization's processes, procedures, and applicable rules and regulations for web communications. Thorough technical skills in computer applications for web production, image handling, publishing and design, illustration, presentation preparation, animation, web interaction, and / or other state-of-the-art web communication capabilities. Thorough and effective interpersonal verbal and written communication skills. Ability to interact with a diverse population of stake holders Thorough skills to develop and implement original ideas and correctly identify and effectively solve problems. Ability to maintain current knowledge of best practices and emerging developments in web design, web development, and technology. Possess extensive knowledge and experience with website management, analytics, design, and SEO best practices and standards, reporting and using insights to guide work Working knowledge of or ability to quickly learn web content management systems, applications, and tools used by the school (currently Drupal 7) Skill and ability to collect and analyze web analytics and similar data to identifies opportunities to improve search engine optimization (SEO), time on site, web traffic, and other relevant metrics and recommend necessary content or architectural changes. Skill and ability to manage digital archive of all media assets created by the school Skill and ability to monitor trends from a variety of sources and continuously evaluate additional platforms and tool that support the school's goals. Highly proficient with HTML/CSS. Experience with most of the following tools: Drupal; Photoshop, Illustrator and Acrobat; Microsoft Office; Strong attention to detail and the ability to work under deadlines. Experience with video editing for web. Ability to organize and prioritize assignments and tasks, as well as adapt and react quickly as projects evolve. Skill using sound judgment and impeccable attention to detail required. Ability to serve in a versatile self-starter mode, as well as an active team member and collaborator

Conditions of Employment:

The University of California, Irvine (UCI) seeks to provide a safe and healthy environment for the entire UCI community. As part of this commitment, all applicants who accept an offer of employment must comply with the following conditions of employment:

• Background Check and Live Scan
• Legal Right to work in the United States
• Vaccination Policies
• Smoking and Tobacco Policy
• Drug Free Environment

The following additional conditions may apply, some of which are dependent upon business unit or job specific requirements.

• California Child Abuse and Neglect Reporting Act
• E-Verify
• Pre-Placement Health Evaluation

Details of each policy may be reviewed by visiting the following page - [https://hr.uci.edu/new hire/conditions-of-employment.php](https://hr.uci.edu/new hire/conditions-of-employment.php)

Closing Statement:

The University of California, Irvine is an Equal Opportunity/Affirmative Action Employer advancing inclusive excellence. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age, protected veteran status, or other protected categories covered by the [UC nondiscrimination policy](https://hr.uci.edu/). We are committed to attracting and retaining a diverse workforce along with honoring unique experiences, perspectives, and identities. Together, our community strives to create and maintain working and learning environments that are inclusive, equitable, and welcoming.

UCI provides reasonable accommodations for applicants with disabilities upon request. For more information, please contact Human Resources at (949) 824-0500 or [eec@uci.edu](mailto:eec@uci.edu).