



## Job Description

**Job Title: Web Content Designer**

**JTC: CQR**

**Salary Range: N05**

**FLSA: Exempt**

Since 1965, we have served more than 3 million students. Dallas County Community College District (DCCCD) is one of the largest community college systems in the state of Texas, which includes seven independently accredited colleges located around the Dallas/Fort Worth area.

### POSITION SUMMARY

Provides assistance in the management of the website including the transfer, testing, creation and updating of web material and the extraction of usage and error logs. Create, plan and code intranet sites and web pages, many of which combine text with sounds, graphics and pictures.

### REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Demonstrated experience using HTML coding and preparing content for web replacement. Ability to develop and research the website to include graphics and web pages. Capable of providing creative approaches to project specific challenges that include innovative interactive solutions to display content.

Understanding of the principle of web content management and systems, accessibility and design. Ability to utilize computer technology to maintain files, databases, generate reports, and access data. Capable of working with limited supervision in the areas of website design and revisions/updates. Follows and implements District policies and procedures.

Ability to work and build positive working relationships with multiple cross-departmental teams to achieve the goals of the organization. Effective interpersonal skills and networks with management, supervisors and staff members as needed. Project management skills to stay on track and ensure the project is completed within allotted timeframe.

Strong analytical, organizational skills with attention to detail and the ability to prioritize. Knowledge of translating design into working code, design principles, manipulate layouts and styles, and understand the way servers and database communicate to put the HTML + CSS file on www. Applies simple rules, common sense, and past experiences to identify business issues and solutions.

Experience using XHTML, JavaScript, Adobe Creative Cloud and SharePoint my Portal, etc. Strong writing, listening and oral communication skills to collaborate within a diverse work environment. Excellent technical and customer service skills.

### PHYSICAL REQUIREMENTS

Normal physical job functions performed within a standard office environment. Reasonable accommodations may be made to individuals with physical challenges to perform the essential duties and responsibilities.

## MINIMUM KNOWLEDGE AND EXPERIENCE

Associates degree plus three (3) years of related work experience. Intermediate knowledge of computer software such as HTML/XHTML, CSS, Adobe Acrobat Reader, and JavaScript/AJAX to code web pages. Official transcripts are required. \*\*\* Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. \*\*\*

## ESSENTIAL DUTIES AND RESPONSIBILITIES

Build and execute a unified strategy for web content design that supports the strategic business initiatives. Assist with the update and maintenance of various websites. Ensures that all content is consistent in terms of messaging, style, quality and tone to meet the needs of end users, both internal and external customers.

Performs continuous improvement on web page content and design based on stakeholder's request. Upgrades site by revising content and graphics; monitoring performance and results; identifying and evaluating improvement options; introducing new technology and maintaining links. Incorporate functionalities and features into website.

Maintain relationship with staff and peers to obtain reference materials and resources to create product support content. Maintains site appearance by developing and enforcing content and display standards; and editing submissions following District policies and procedures. Preparing the design plans and presenting the website structure.

Develop and research the web site to include graphics and web pages. Establish design guidelines, standards and best practices. Independently research a variety of problems as requested. Generate website reports and perform JavaScript, HTML coding and maintains project database files and websites.

Evaluates and demonstrates new web technology as it becomes available for the purpose of determining how it fits into the DCCCD environment. Communicating design ideas using user flows, process flows, site maps and wireframes.

Performs other duties as assigned.

*The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job and shall not be construed as a declaration of the total of the specific duties and responsibilities of any particular position. Incumbents may be directed to perform job-related tasks other than those specifically presented in this description. Position requires regular and predictable attendance.*