



Job Description

Job Title: Web Writer/Editor

JTC: TDX

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

Responsible for the content and images used on the DCCCD websites. Plan, research, write copy and edit the content of the website. As a web writer/editor responsible for a campus or district locations that are responsible for identifying and gathering content requirements for online projects, website and/or internet publications.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Experience in creative writing with thorough knowledge of standard writing practices. The ability to be artistic and capable to alter the style of writing to reflect the audience. The ability to ensure that content meets the clients needs and follows, district policies, processes and guidelines.

Proven experience and knowledge are used to determine the best approach to solving a complex issue or problem. Ability to develop unique and attractive headlines and body of the article in order to get the attention of audiences. Logical skills and an understanding of formatting articles on the web page.

Must have good interpersonal skills to work effectively with contributors, designers and webmasters. Ability to have a clear understanding of clients' needs and goals for online publications to ensure clients goals are met. Able to undertake research using a variety of sources. Highly organized and detail oriented, with the ability to multitask and prioritize work schedules.

Incorporate written copy onto the websites from other clients or departments. Ability to connect with clients or internal departments to test content, style and presentation. Able to produce new content and writing in an interesting and appealing manner. Ensure that clients' content is relevant to create interest from external customers.

Maintain the website once it is live to ensure the information is accurate. Must have excellent writing and editing skills, with an understanding of the special requirements of requested documents for writing on the Web, such as the use of keywords, hyperlinks, navigation and the importance of brevity.

Ability to communicate effectively with clients, meet strict deadlines, and follow editorial guidelines from different sources. Proficient computer skills, including Microsoft Office Suite. Excellent communication and writing skills in many different styles and tones. Must have excellent customer service.

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. Occasionally may be required to lift and carry materials weighing up to 30 pounds.

MINIMUM KNOWLEDGE AND EXPERIENCE

Associate degree plus three (3) years of work-related experience. Must have valid driver's license for off-site travel. Official transcripts will be required. *** Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. ***

ESSENTIAL DUTIES AND RESPONSIBILITIES

Responsible for researching, writing, editing, proofreading and copy editing a variety of web content articles including news bits, promotional composites, full length articles and print copy that needs to be transformed into web copy. Research and organize facts and sources, sometimes interviewing sources. Ensure the web page content is edited properly to increase on-screen readability.

Ensure that web content contains sufficient keywords for search engine optimization. Edits and proofread copy for accuracy, grammar and style. Produce and write new content for district website, myPortal, student newsletters and other materials. Meet the district goals for the USE Website project by modifying and completing projects on established deadlines.

Works collaboratively in a teamwork consensus environment with end user focus. Works in conjunction with related staff and supervisor in the continuous development and structure of the campus/location website to provide consistency, accuracy, compliance of predetermined rules; may identify, evaluate, and recommend web tools and technologies.

Generate web site reports and work with system generated reports to correct errors and broken links. Frequently communicate with individuals and department representatives across the campus who require assistance with editing their content on the website.

Research markets and industries to compare and create content that is innovative and original.

Must complete required DCCCD Professional Development training hours per academic year. Must have solid listening, oral and written communications to communicate with a diverse array of stakeholders and constituents within the DCCCD community network.

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.