Job Description

Job Title: Web Managing Editor   **JTC: TBL**

Salary Range: N06   **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

Serves as the managing web editor for assigned location Web sites. Responsible for the daily operations of those websites and establishes their editorial calendars.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Experience managing editorial projects and websites and follow district and organizational policies and procedures. Extensive experience and accurate judgment to accomplish goals of the organization. Experience using content management systems to update website content.

A high degree of initiative and creativity is expected with excellent analytical skills in web content design. Must be able to multitask and prioritize work schedules. Able to manage a diverse workload with multiple competing priorities and stakeholder needs, strong follow through and response with colleagues and projects with a sensitivity to timelines and deadlines.

Extensive knowledge of journalistic style standards and the ability to establish and maintain effective working relationships with staff, faculty, students and community members from diverse backgrounds.

Strong understanding of responsive design user interfaces, information design and visual composition. Requires excellent writing, editing and proofreading skills. Proven ability to organize a high volume of complex content and apply design principles to connect users to information with ease.

Able to produce new content and writing it in an interesting and appealing manner. Excellent communication skills and writing skills in many different styles/tones. Ensure that clients' content is relevant to create interest for external customers. Connect with clients or internal departments to check on content, style and presentation. Must have excellent 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. Occasionally may be required to lift and carry materials weighing up to 50 pounds.

MINIMUM KNOWLEDGE AND EXPERIENCE

Bachelor's degree plus three years of experience in print or web publishing. 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 brand integrity on the district Web sites. Coordinates with the in-house production and technical teams regarding the layout, design and navigation of the district Web sites. Organizes and oversees the digital editorial workflow. Interfaces with DSC-IT when technical issues arise that require their assistance.

Maintains the District Style Guide. Coordinates with internal and external contributors to ensure that website graphics and video support enhance the scripted words. Establishes a quality control system for editorial content. Reviews usage reports and analyzes Web metrics, making suggestions for content and navigation improvements.

Serves as a strong advocate for the district's Web best practices, usability standards and Web design. Builds consensus, facilitates win-win business outcomes, builds and gains commitment to new ideas and courses of action. Oversees the copy-editing process for all new content to ensure accuracy and consistency of style. Participates in the overall Web strategy development and processes.

Responsible for publishing emergency communications on the assigned websites. Establishes the readability guidelines and standards for assigned websites and teaches others how to write district standards. Monitors and enforces copyright compliance. Identifies and proposes additions to the District Style Guide, then submits them to the Marketing and Communications Council for approval.

Establishes and manages a review system to ensure that all pages are periodically reviewed and kept up to date, then works with content owners to ensure that updates are made in a timely fashion. Develops, maintains and utilizes knowledge of industry trends and competitive environment. Writes and edits content as needed. Ensures that editorial staff regards content owners as customers and provides them with excellent customer service.

Must complete required DCCCD Professional Development training hours per academic year. Must have excellent communication skills and the ability to interact with diverse internal/external 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.