

DALLAS COUNTY COMMUNITY COLLEGE DISTRICT
JOB DESCRIPTION**JOB TITLE:** Senior Web Editor/Writer**DATE PREPARED:** Summer 2002**DATE REVISED:** Fall 2008, Spring 2009; Fall 2012; Spring 2015

GENERAL SUMMARY: Serves as a lead web editor for an assigned location Web sites. Performs administrative work to support the planning, coordination, implementation, monitoring and evaluation of the location's internet publications. Writes, edits, proofreads and copy edits a variety of documents. Identifies potential interview candidates, schedules and conducts interviews with them, then develops original content for the district's centralized Web sites. Coordinates the work of (and may supervise) staff/freelance employees who are responsible for day-to-day publishing operations on district Web sites.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

- Ensures that District's centralized web content is fresh and appealing to our target audiences and that it supports assigned location Web site's missions/goals/objectives.
- Establishes the journalistic style and voice of an assigned location Web site's.
- Develops concepts and strategies to ensure that the district's key messages are effectively communicated on its centralized Web sites.
- Works with WYSIWYG editor to implement online content.
- Researches, writes, edits, proofreads and copy edits a variety of web content including news bites, promotional copy, full length articles and print copy that needs to be transformed into web copy. May create online advertisements for marketing initiatives.
- Edits and proofreads copy for accuracy, grammar and style.
- Diplomatically coordinates with and edits the work of other writers and contributors to the Web site to ensure consistency in style, tone and quality of an assigned location Web site's.
- Finds good web content by establishing and maintaining contact with people who will provide useful information for district audiences and initiates interviews with organizational sources.
- Coordinates the web production team (District Web Designer, Technical Web Developer and content managers) in developing the information architecture and design layout of the District Web sites.
- Stays abreast of search engine strategies and develops effective keywords and descriptions for District pages.
- Responsible for maintaining and updating the District Style Guide (*District Office only*).

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PRINCIPAL DUTIES AND RESPONSIBILITIES: - continued

- Some positions may be responsible for creating written, graphic, downloadable and interactive content for Web site.
- Troubleshoots, assists, and develops content with various content owners.
- Provides technical assistance with but not limited to graphics, PDF, office, web and other related software.
- May supervise writers, freelancers and research assistants; coaches junior web editors/writers.
- Performs other duties as assigned.

REPORTING RELATIONSHIP:

Varies to meet organizational needs.

MINIMUM EDUCATIONAL/SKILL REQUIREMENTS:

Bachelor's degree or higher plus three years of experience in writing/editing and one-year experience working in an online publishing environment **or** Associate's degree plus five years of experience in writing/editing and two years' experience working in an online publishing environment. Requires excellent writing, editing and proofreading skills. Basic knowledge of HTML, CSS and content management systems. Ability to convert documents to PDF format. Ability to teach/train others in the use of pre-determined and/or pre-designed parameters and related tasks. Solid knowledge of AP style. Experience with using internal style guides/visual standards. Solid understanding of internet marketing principles. Basic knowledge of user-centered design/Web site usability. 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 knowledge and experience providing effective customer service. Official transcripts will be required. *** Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. ***

ccp: 05/20/02
revised: 09/01/05:rje/ccp
revised: 09/01/08; msv-rje
revised: 02/05/09-ccp-adhoc
revised: 04/2009 – adhoc – msv
revised: 09/2012 – emm
revised: 04/2015 – emm
revised: 1/2017 - emm