Connecticut State Community College
Job Description
Web Content & Accessibility Coordinator

Salary Level: CCP 17 (Subject to Willis)
Date Approved/Revised: Rev 1. 1/30/23

Position Purpose
The Web Content & Accessibility Coordinator works with faculty and staff to create and manage content on the CT State website and associated portals. This person develops and maintains comprehensive website development plans, organizes content, and performs a broad range of writing and editing functions in support of the college website. The Web Content & Accessibility Coordinator is responsible for coordinating the production of text for the site, and for the repurposing of audio/video/photography content. This entails both solitary, focused work and liaising with client groups of various sizes; soliciting/analyzing/responding to user needs and feedback; developing and designing web page content, managing and revising the website’s current content; working closely with the Assistant Director of Web Services, Web Services Associates, Copy Writers, and other members of the CT State marketing team as well as Campus Public Relations Coordinators.

Supervisory and Other Relationships
The Web Services Coordinator works under the supervision of the Director of Digital Services for Connecticut State Community College and collaboratively with other members of the Web Services team. The position may oversee student workers and/or other employees. The position will also assist the Web Services team in day-to-day website updates and may work closely with and assist the copy editor/writer or other marketing groups on an as-needed basis.

The position is required to have cooperative and collaborative relationships with CSCU web development and Campus Public Relations Coordinators on CT State campuses who may gather content and request changes.

The incumbent is expected to represent the College in a manner which enhances the College’s image in the public and which is appropriate to the dignity of the institution. The incumbent will also coordinate with CSCU web staff on compliance checks.

Examples of Duties
The Web Content & Accessibility Coordinator is responsible for developing and managing creative content for the CT State website’s front end; writing and editing web content; graphic web page designs and templates; applying and maintaining accessibility standards to the website; assisting the Assistant Director of Web Services in implementing website architecture and in the assessment of website efficacy.

The following examples of duties illustrate the general range of tasks assigned to the position but are not intended to define the limits of required duties. Other essential duties may be assigned consistent with the general scope of the position:

- Be a main point of contact for creating new webpages; Work with both teams and individuals to develop and maintain sections of the website.
- Develop the “voice” of the website in line with standards in CT State editorial guide and in collaboration with the copy editor/writer and other Marketing staff
- Organize, write, and edit web page content, including finding suitable photography and/or artwork
- Alerting content providers/site representatives of outdated or incorrect information requiring archiving, deletion or updating.
- Assessing existing content for newsworthiness, accuracy and appropriateness and monitoring the site for timeliness, consistency and navigational effectiveness.
• Providing continuous quality improvement to the website
• Utilize various platforms such as GatherContent, Photoshelter, Envato, Hubspot, etc. for project management purposes.
• Maintaining protocol for submitting both new and revised content
• Editing submitted materials for clarity and accuracy.
• Reformatting and sizing editorial content as needed.
• Determining when material is inappropriate or inconsistent with college mission, identity, image or web standards
• Developing project/editorial plans and schedules/milestones/deadlines
• Developing concepts and strategies to ensure that the college’s key messages are effectively communicated via the website and formulating long-term plans for website enhancement
• Serving as liaison between content providers/site representatives and Web Team/Marketing department in matters of web content
• Developing and maintaining college gateway and landing pages in consultation with Director of Marketing and Brand Management
• Developing and adhering to project production schedules, communicating routinely and thoroughly with manager and content providers/site representatives about work progress and completion
• Implement SEO best practices.
• Collaborate with Web Services to maintain an accessible website that complies with Web Content Accessibility Guidelines (WCAG) 2.1 and is fully usable by people with a wide range of abilities.
• Provide assistance with redesign as necessary for the ctstate.edu website and affiliated sites.
• Serve on the team responsible for designing and building the new Connecticut State Community College website.
• Ensure compliance with the Board of Regents’ accessibility policy, as well as relevant federal and state regulations. Comply with policies, standards and laws for web-based information pages. Submit and track accessibility monitoring tools support issues with accessibility software developers
• Caption videos and provide video transcriptions. Make PDF, Microsoft Office, and other productivity files and web media accessible.
• Research relevant trends and best practices in web accessibility and standards.
• Continually monitor, utilizing web monitoring software and analytics, to ensure compliance with accessibility standards.
• Assist in the integration of college Foundation websites with ctstate.edu.
• Dedicated library liaison-help edit and maintain library website as needed
• Assist Copy Editor/Writer on an as needed basis.

Professional Participation and Development
In addition to the accountabilities listed above, the incumbent is required to carry out the essential duties of:

• Attendance and participation at convocation, commencement and honors ceremonies;
• Service on assigned committees and task forces;
• Attendance and participation at, committee, staff, informational and professional meetings.

Qualifications
Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and students. They are expected to have excellent oral and written communication skills along with strong Information technology literacy skills such as Microsoft Office (Word, Excel, Outlook, Teams etc.) Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

• Craft, WordPress, Joomla, and other CMS systems
• Web Content Accessibility Guidelines (WCAG) 2.1 and Web Accessibility Initiative - Accessible Rich Internet Applications (WAI-ARIA).
• Inclusive web design, content management, databases, web page scripting, programming, and web development, preferred.
• Understanding of user pattern behaviors
• Familiarity with other web-based systemwide platforms (CRM Recruit/Advise, Acatlog, MyCommnet,
• Working both independently and collaboratively in a team environment
• Photo editing and graphic design skills
• Writing and editing skills and ability to adhere to and work within CT State editorial guidelines.
• Solid project management skills with a proven ability to meet specifications and deadlines.
• Ability to propose, develop, and review new projects based on solid data analysis.
• Strong relationship-building and interpersonal skills.
• Proven track record as a project manager
• Ability to write clear, concise copy and experience as a writer/editor in an online setting.
• Demonstrated ability to work collaboratively with multiple constituencies and achieve necessary results.
• Strong familiarity and practical knowledge of relevant tools, including Adobe Contribute, HTML or XML editors, and Microsoft Office applications
• Working knowledge of successful web design and site architecture practices
• Experience in, and knowledge of, higher education setting, preferred.

These skills and abilities typically are acquired through a combination of education, training and experience which would include a Bachelor’s degree in a relevant field and two to five years of experience in website development and database management; public relations or writing, preferably in a higher education setting, or a combination of education, training, and experience, leading to the competencies required for successful performance of the position’s essential duties.

**Work Environment**
The position’s work normally is performed in such locations as offices, graphics and print shops and places where the public may assemble. The position’s work may require travel between campuses and to visit the college office at 185 Main Street, New Britain as well as to locations for college and public events. Reasonable accommodation will be made for incumbents and candidates with physical limitations.