



**Connecticut State Community College
Job Description
Web Content and Accessibility Coordinator**

Salary Level:
CCP 17 (Subject to Willis)

Date Approved/Revised:
Rev 3. 9/28/23

Position Purpose

The Web Content and Accessibility Coordinator works with faculty and staff to create and manage content on the CT State website and associated portals. This position develops and maintains comprehensive website content development plans, organizes content, and performs a broad range of writing and editing functions in support of the college website.

Supervisory and Other Relationships

The Web Content and Accessibility Coordinator works under the supervision of the Director of Digital Marketing Services and collaboratively with other members of the Web Services team, as well as the remainder of the CT State Marketing team. The position may oversee student workers and/or other employees.

The position is required to have cooperative and collaborative relationships with Campus Communications/Public Relations Coordinators and CSCU Web Communication and Design.

Examples of Duties

The Web Content and Accessibility Coordinator is responsible for developing and managing creative content for the CT State website's front end; writing and editing web content; implementing graphic web page designs and templates; applying and maintaining accessibility standards to the website; and assisting the Web Services Coordinator 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 web pages and work with both teams and individuals to develop and maintain sections of the website
- Maintain the standards of the CT State style and editorial guidelines in collaboration with other Marketing staff
- Organize, write, and edit web page content, including commissioning suitable audio/visual/photography
- Alert content providers/site representatives of outdated or incorrect information requiring archiving, deletion or updating, or if material is inappropriate or inconsistent with college mission, identity, image, or web standards, and monitor the site for timeliness, consistency, and navigational effectiveness
- Maintain protocol for submitting both new and revised content
- Serve as liaison between content providers and Web Services/Marketing teams in matters of web content
- Develop and maintaining college gateway and landing pages in consultation with Marketing directors
- Develop and adhere to project production schedules, communicating routinely and thoroughly with director(s) and content providers about work progress and completion
- Implement SEO best practices.
- Maintain accessible website content that complies with Board of Regents' accessibility policy and accepted web accessibility guidelines and is fully usable by people with a wide range of abilities.
- Ensures videos on CT State Website(s) are properly captioned and descriptive transcriptions are available
- Assist Graphic Designers in producing accessible web documents
- Ensure copyright compliance within CT State website's content.

- Conduct usability studies, with Web Services Coordinator
- Research relevant trends and best practices in web accessibility and standards
- Continually monitor, using web monitoring software and analytics, to ensure compliance with accessibility standards

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.

These may involve attendance at evening or weekend events, within contractual limits.

The incumbent is expected to maintain currency in the position's required fields of professional expertise and competencies through professional development or other self-directed means of skills training and acquiring knowledge of emerging technologies, developing knowledge bases and trends in higher education. The incumbent is required to maintain complete confidentiality of student records and other information of a confidential nature as required by law.

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 365. Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- Website content management systems, web development tools and project management software
- Web accessibility certification and advanced knowledge of web content accessibility guidelines
- Inclusive web design, content management and database management
- User behaviors
- Assistive technologies, including desktop and mobile screen readers and voice recognition, and the ability to supervise troubleshooting and user testing
- College web-based enterprise platforms
- Photo editing and graphic design
- Writing, proofreading, and copy editing
- Implementation of CT State editorial guidelines

These skills and abilities typically are acquired through a combination of education, training and experience that would include a Bachelor's degree in a relevant field and two to five years of related experience, 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 incumbent typically performs work in offices. The incumbent may travel to central office meetings and conferences. This position may be assigned to the college office or a campus location. Reasonable accommodation will be made for incumbents and candidates with physical limitations.