

UW HEALTH JOB DESCRIPTION

Web Content Specialist

Job Code: 320029	FLSA Status: Non-Exempt	Mgt. Approval: B. Broering	Date: 6.2018
Department: Web Center Innovation & Policy/10220		HR Approval: A. King	Date: 6.2018

JOB SUMMARY

The Web Content Specialist is responsible for adding and updating content on UW Health websites, including uwhealth.org, U-Connect, the faculty and staff intranet, and/or other websites and digital properties. This position will also be responsible for implementing and monitoring web-specific editorial style sheets for content and data displayed through web-based technologies to provide a consistent and predictable end-user experience.

This position involves formatting and/or editing business and clinical copy for accuracy, style, readability, search engine optimization and appropriateness for target audience and ensures timely production and distribution of content, often under deadline. The Web Content Specialist will coordinate efforts among creative, technical and other content sources to ensure the highest quality product output is achieved while maintaining the highest degree of customer service.

The position requires strong formatting, editing, communication and organizational skills, as well as the ability to initiate and maintain a ongoing relationships with a variety of internal stakeholders from throughout the enterprise. Developing and maintaining open and clear communication with these contacts is essential to accomplishing the objectives of this position

The position requires a high level of comfort investigating, learning and mastering new technologies, including complex web content management systems, search engine software, and various other web applications and tools necessary in completing upcoming requests (e.g., ServiceNow, UW Health's internal service portal; the directory admin database for UW Health's intranet staff directory; the admin database for UW Health's "Find a Doctor" app, etc.). This position requires innovation and vision in problem solving and meeting objectives in a timely manner.

All members of the Web Center must actively take a UW Health enterprise perspective and approach in their work to successfully achieve the goals of the Web Center/Marketing and Communications, UW Health and participating partners.

MAJOR RESPONSIBILITIES

1. Formats and/or edits submitted content for online presentation.
2. Works closely with various stakeholders to determine content needs, working closely with other UW Health staff on stakeholder priorities and work products appropriate for the web.
3. Works with content owners to achieve regular content reviews and content sunsets that ensure relevance and timeliness for the audience.
4. Enforces editorial style sheets, policies and procedures for web-specific content to ensure consistency in style, tone and quality of websites. Provides a collaborative bridge between client interests and Web Center project management needs.
5. Works with clients to advise how goals can be met within the current page templates, content components and layout of the given website. Assess, catalog and organize website content based on navigational flow models and high-level navigation standards for each site.
6. Optimize content for searching (search engine optimization), including identifying metadata, keywords and synonyms, and reviewing analytics to see how terms are performing and making modifications as needed.
7. Speak and present to clients on content organization; mentor colleagues on content presentation for the web.
8. Provides input into workflow planning and publishing rights for content contributors from throughout the UW Health enterprise. Assists in troubleshooting issues encountered by contributors.
9. Serves as a back-up contributor for various Web Center responsibilities, including building surveys and forms, and monitoring inboxes and troubleshooting and responding to inquiries, etc.

ALL DUTIES AND REQUIREMENTS MUST BE PERFORMED CONSISTENT WITH THE UW HEALTH PERFORMANCE STANDARDS.

JOB REQUIREMENTS

Education	Minimum	Associate's degree in public relations, journalism, or a related editorial/communication field. Two (2) years of experience in developing interactive content or website maintenance/development or editing/communications may be considered in lieu of a degree in addition to the experience below
	Preferred	Bachelor's Degree in public relations, journalism, or a related editorial/communication field.
Work Experience	Minimum	Experience using web-based and internet/intranet environments.

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	Preferred	<ul style="list-style-type: none"> One (1) year of experience within web/development, marketing, public relations, journalism or other communications fields with accelerated, exceptional performance Experience using web-based content management systems
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> Proven interpersonal communication skills. Familiarity with marketing and/or corporate communications with an understanding of editorial considerations for publishing to the web. Strong computer skills and a high level of comfort learning new technologies Ability to work with leadership – both business and clinical, including faculty – in managing projects and developing content. Ability to analyze and identify problems, and develop innovative solutions. Expert level attention to detail. Ability to make judgments in demanding situations. Ability to react to frequent changes in duties and volume of work. Ability to listen empathetically. Ability to logically organize details. Comfortable accepting responsibility for medium to large scale projects involving multiple resources and spanning many months from start to finish. Ability to manage multiple concurrent activities and deadlines.

AGE SPECIFIC COMPETENCY (Clinical jobs only)

Identify age-specific competencies for direct and indirect patient care providers who regularly assess, manage and treat patients.

Instructions: Indicate the age groups of patients served either by direct or indirect patient care by checking the appropriate boxes below. Next,

	Infants (Birth – 11 months)		Adolescent (13 – 19 years)
	Toddlers (1 – 3 years)		Young Adult (20 – 40 years)
	Preschool (4 – 5 years)		Middle Adult (41 – 65 years)
	School Age (6 – 12 years)		Older Adult (Over 65 years)

JOB FUNCTIONS

Review the employee's job description and identify each essential function that is performed differently based on the age group of the patient.

PHYSICAL REQUIREMENTS

Indicate the appropriate physical requirements of this job in the course of a shift. *Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.*

Physical Demand Level		Occasional Up to 33% of the time	Frequent 34%-66% of the time	Constant 67%-100% of the time
X	Sedentary: Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as dockets, ledgers and small tools. Although a sedentary job is defined as one, which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met.	Up to 10#	Negligible	Negligible
	Light: Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as dockets, ledgers and small tools. Although a sedentary job is defined as one, which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met.	Up to 20#	Up to 10# or requires significant walking or standing, or requires pushing/pulling of arm/leg controls	Negligible or constant push/pull of items of negligible weight
	Medium: Ability to lift up to 50 pounds maximum with frequent lifting and/or carrying objects weighing up to 25 pounds.	20-50#	10-25#	Negligible-10#
	Heavy: Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	50-100#	25-50#	10-20#
	Very Heavy: Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	Over 100#	Over 50#	Over 20#
List any other physical requirements or bona fide				

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occupational qualifications:	
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Note: The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.