

## BENTON COUNTY POSITION DESCRIPTION

CLASSIFICATION	BAND	GRADE	SUBGRADE	FLSA STATUS
Technical Specialist 3	B	2	3	Non-Exempt
<b>POSITION TITLE:</b> Web Content Specialist		<b>POSITION#:</b> 501033		
<input checked="" type="checkbox"/> New <input type="checkbox"/> Revised (Check one)		<b>Date:</b> 05/15/2025		
<b>SERVICE TYPE:</b>		AFSCME		
<b>Employee Name:</b>	vacant	<b>Department:</b>		<b>Supervisor:</b> Deputy Director of IT
<b>FTE:</b>	1.0	<b>Employment Status:</b>	Regular Full Time	

### Position Summary:

This position serves as the primary point of public contact for the organization's public facing website(s) and employee information portal site(s). This position is expected to work closely with the Public Information Officer (PIO) and Information Technology (I.T.) department. The range of responsibilities for this position may include web design and development, routine site and content maintenance, regular reviews, and corrections related to compliance with the Americans with Disabilities Act (ADA) and Web Content Accessibility Guidelines (WCAG), as well as various updates to ensure sites align with the goals and objectives of the company.

### Essential Duties:

No.	Major Functional Area (MFA)	% of Time
1	<b>MFA: Web Content</b> <b>Essential Duties:</b> <ul style="list-style-type: none"> <li>Serve as the primary contact for all aspects of the organization's public facing website(s) and employee information portal site(s).</li> <li>Develop and maintain public facing website(s) and employee information portal site(s), forms, and structures in accordance with the organization's needs; collaborate closely with I.T., Communications staff, and other County departments.</li> <li>Coordinate, edit, publish, test, and transfer data and content for public facing website(s) and employee information portal site(s).</li> <li>Coordinate with department liaisons, subject matter experts, Benton County PIO, and Benton County Communications Coordinator to ensure content of public facing website(s) and employee information portal site(s) is professional, written in plain language, current, and meets required accessibility standards.</li> <li>Work with department liaisons to ensure quality control of content on public facing website(s) and employee information portal site(s); including creating new content, editing existing content, and proofing content created and edited by content creators across the County.</li> <li>Encourage and facilitate consistent, creative, and unified web design across the organization.</li> <li>Assist employees with use of company websites through one-on-one support, user guides, and group training sessions.</li> </ul>	60%

2	<b>MFA: Compliance</b> <b>Essential Duties:</b> <ul style="list-style-type: none"> <li>• Ensure web products meet compliance with company policies, procedures, and ethical standards, software licenses, and applicable state and federal laws and regulations including data security, privacy, and intellectual property laws.</li> <li>• Ensure compliance with ADA and WCAG requirements and guidelines for website accessibility.</li> <li>• Collaborate closely with I.T., the PIO, Human Resources, and County departments.</li> <li>• Maintain current knowledge of best practices and emerging developments in web design, web development, and technology.</li> </ul>	20%
3	<b>MFA: Data</b> <b>Essential Duties:</b> <ul style="list-style-type: none"> <li>• Collect and analyze web analytics and similar data; identify opportunities to improve search engine optimization (SEO), time on site, web traffic, and other relevant metrics.</li> <li>• Document and coordinate ownership of the County's internet domains. Work closely with I.T. to facilitate registration, assignment, and domain name system (DNS) configuration for all domains.</li> </ul>	20%
	<b>And other duties as assigned.</b>	
<b>Percentages should total 100%</b>		<b>100%</b>

**Special Requirements:**

<p>Extensive knowledge of website management, analytics, design, and SEO best practices and standards.</p> <p>Working knowledge of, or ability to quickly learn, web content management systems, applications, and tools used by the organization.</p> <p>Excellent verbal and written communication skills.</p> <p>Proficient with Microsoft Office Suite or related software.</p> <p>Strong analytical, troubleshooting, and problem-solving skills.</p>
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**Physical Requirements:**

<p>The working environment is an office setting. Prolonged periods sitting at a desk and working on a computer.</p> <p>Must be able to lift up to 15 pounds at times.</p>
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**NOTE:** The above job description is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the department.

Employee: \_\_\_\_\_ Date: \_\_\_\_\_

Immediate Supervisor: \_\_\_\_\_ Date: \_\_\_\_\_