



ISSUED: 9/06

TITLE:	<u>Web Writer/Editor</u>	SALARY		CLASS	
		SCHEDULE:	<u>B</u>	CODE:	<u>PE314</u>
		SALARY		EEO	
UNION:	<u>P &amp; A Local 1979, U.A.W.</u>	GRADE:	<u>12</u>	CODE:	<u>30</u>
		FLSA:	<u>Non-Exempt</u>	E-CLASS:	<u>NE</u>

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**POSITION PURPOSE**

Coordinate and participate in writing and editing major and/or sensitive Web content which may include feature articles, promotional content, and other informational pieces for the Web and electronic media that may contain significant academic, technology, cultural, sports, or other content to promote or enhance the university. Oversee writing, editing, content design and usability for Web content and electronic media.

**ESSENTIAL JOB FUNCTIONS**

Participate in all phases development and production of external university Web and electronic mediums which includes development of site structure, content and placement, layout and other production activities. Coordinate content for electronic media as needed.

Oversee, obtain and verify information from staff who submit material for the web. Research web competitors to provide clients with best practices and standards to produce the highest quality Web presence for the university. Initiate and develop original content ideas and adapt materials to usability on the Web.

Serve as key Web relations contact or publicist. Arrange informational events to keep Web and electronic media content for major activities of the university up-to-date and relevant. Maintain extensive contacts or liaison role with unit writers, editors, and may include reporters, and other local, State and national media representatives, as required.

Participate in production of Web sites which may include preparation of requirements development, usability development, site content design, and on-going content development. Write and edit content for electronic media for placement of informational pieces relating to technology or university events.

Maintain current, accurate Web content for all Web pages. Work directly with internal clients to help them optimize the Web content on the WSU Web presence.

Review and edit copy, as needed, to ensure that it is brand-compliant and appropriate to the university mission.

Reinforce Web guidelines to internal university audience, as needed.

Integrate content with search engines to ensure maximum exposure and traffic.

Provide editorial support on Web projects and other communication projects as assigned.

May work closely with in-house Web designer to ensure copy tone is consistent with visual style, as needed.

### **ADDITIONAL COMMENTS**

Coordinate and participate in writing and editing critical content and copy for use on university Web sites, while serving as a Web liaison to university units to enhance or promote the university's image via the World Wide Web. Plan, manage, and coordinate content activities of Web-based projects to ensure that goals or objectives are accomplished within scope, schedule and funding parameters. Position duties require the application of specialized skills in the areas of writing and editing for the Web.

### **MINIMUM QUALIFICATIONS**

- English, Communication or Journalism degree and/or equivalent experience with a daily writing medium.
- Minimum of 2 years of previous job experience writing, editing, and proofing of Web content.
- Excellent oral, editorial and written skills (grammar, spelling, proofreading and punctuation).
- Strong sense of web design principles, especially user interface.
- Familiarity with HTML coding.
- Ability to work well in small groups, and solo, in a minimally structured environment.
- Proficient in Word, Excel, PowerPoint, and Dreamweaver.
- Must be skilled in creating strong idea concepts, strong project management skills and the ability to manage multiple projects.
- Strong interpersonal skills are required for interaction with internal university clients.

THIS DESCRIPTION IS INTENDED TO INDICATE THE TYPES OF TASKS AND LEVELS OF WORK DIFFICULTY THAT WILL BE REQUIRED OF POSITIONS THAT WILL BE GIVEN THIS TITLE AND SHALL NOT BE CONSTRUED AS DECLARING WHAT THE SPECIFIC DUTIES AND RESPONSIBILITIES OF ANY PARTICULAR POSITION SHALL BE. IT IS NOT INTENDED TO LIMIT OR IN ANY WAY MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT, AND CONTROL THE WORK OF EMPLOYEES UNDER THEIR SUPERVISION. THE USE OF A PARTICULAR EXPRESSION OR ILLUSTRATION DESCRIBING DUTIES SHALL NOT BE HELD TO EXCLUDE OTHER DUTIES NOT MENTIONED THAT ARE OF A SIMILAR KIND OR LEVEL OF DIFFICULTY.

