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# Example of Web Content Specialist Job Description

Our growing company is looking for a web content specialist. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for web content specialist

* Work with IT to communicate system bugs and issues
* Maintain the brand-integrity throughout site content and design
* Partner with Marketing team to insure that promotions are executed as intended by setting up links, tracking codes
* Continuously make recommendations to ecommerce team on how to increase effectiveness of content management tools, including tagging, SEO links
* Provide support for on-site add-ons such as BazaarVoice, Certona, Monetate, to ensure proper functionality
* Point of contact with web support team for site issue and disaster recovery exercises
* May be involved with integrating with designers to produce a final layout compatible with corporate standards
* Works under general supervision, supports web content managers
* Implement SEO recommendations
* Monitor site content daily and report issues

## Qualifications for web content specialist

* Knowledge of website design principles, techniques and best practices
* Proficiency in the use of ADOBE CREATIVE CLOUD, ADOBE EXPERIENCE MANAGER and ADOBE CAMPAIGN is a huge plus
* Ability to work independently and handle multiple projects on tight deadlines
* Ability to work calmly and maintain high standards under pressure and in the face of time constraints Ability to approach projects with flexibility and resourcefulness Working collaboratively with people at all levels within the organization
* Knowledge of web standards and related best practices
* Research and write compelling content that complies with internal best practices and industry standards