Downloaded from <https://www.velvetjobs.com/job-descriptions/web-content-specialist>

# Example of Web Content Specialist Job Description

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

## Responsibilities for web content specialist

* Experience with PowerPoint and Word
* Creating and editing content of intranet and internet pages in various editorial systems
* Configuration and implementation of graphical interfaces within SharePoint
* Basic activities related to graphical design
* Work on individual and group tasks
* Solving customers questions and providing support
* Review website analytics data on visitors, page views, browsers
* Create capacity within the HR team by taking on and driving projects, bringing in expertise and input from colleagues as needed
* Drive accountability by articulating clear deliverables, establishing timelines and keeping the project team on track
* Act as a local expert and provide consulting support to relevant HR Business Partners in order to ensure smooth employee experience and strong support for the business needs

## Qualifications for web content specialist

* Basic understanding of how web pages are built
* Fluent in spoken and written English (English mother-tongue)
* Experience of updating content on websites
* Some experience in marketing
* Proven experience as a content specialist, minimum 3 years
* Experience and passion to social media and track record in analytics and optimisation