



THINKING BEYOND TO SERVE OUR COMMUNITY

Web Content Specialist – Community First Health Plans (Community First)

Job Class: 2176

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POSITION SUMMARY/RESPONSIBILITIES

As a member of the Digital Marketing team in the Corporate Communications & Experience Department, is responsible for writing, editing, proofreading, and publishing content for various digital communication platforms, including but not limited to public websites, secure portals, and secure sites. Publishes keyword-focused digital marketing content including web pages, blog posts and notices in an engaging, accurate, and search engine optimized manner. Utilizes HTML code to improve and update content for secure portals and content management system. Contributes to the UX design process to ensure that content is appropriately structured to provide optimal consumer experiences and meet the goals for secure portals and public websites. Works with the Digital Marketing Manager to develop and implement portal and website governance plan to ensure content is reviewed and updated on a timely basis. Analyzes, measures, reports, and optimizes digital content performance and proactively identifies and recommends improvements.

FUNCTIONS/BEHAVIORS

1. Provides technical support to create the structure or maintenance of web pages, portal sites, and secure sites with WordPress, HTML and CSS knowledge. Controls the visual presentation and styling of new and existing web pages, ensuring that pages are responsive across a range of screen sizes and browsers. Utilizes HTML and CSS knowledge to assist with resolving various issues across the organization's web-based applications. (E, 40%)
2. Serves as project leader on assigned projects to develop content for web pages, web posts, and portals. Utilizes effective writing techniques that support search engine optimization and keyword placement. Writes engaging content targeted to specific audiences in support of Community First Health Plans' strategic objectives. Works cross-departmentally to proofread, edit, and publish web content from subject matter experts. (E, 25%)
3. Works with Digital Marketing team to develop and implement website governance plan to ensure content is reviewed and updated on a timely basis. (E, 10%)
4. Measures and tracks effectiveness of digital communication platforms, adjusting content as needed to improve site performance and UX. Monitoring website performance and user engagement; Stays abreast of new web technologies and trends. (E, 10%)

5. Attends meetings for assigned projects to serve as a web content expert, guiding the team on effective strategies, and assuring compliance with Community First's branding guidelines. (E, 10%)
6. Performs other related duties associated with the functions of the Corporate Communications & Marketing Department. (E, 5%)
7. **Demonstrates competence to perform assigned and general customer assistance responsibilities in a manner that meets the age-specific and developmental needs of customers encountered. (E)**
8. **Appropriately adapts work and customer assistance methods to accommodate the unique physical, psychosocial, cultural, age-specific and other developmental needs of customers served by the department. (E)**
9. **Supports University Health System mission, vision and values. Demonstrates established customer service behaviors and standards. Treats all customers with courtesy, dignity, respect and professionalism. (E)**

SUPERVISION

Direct supervision is received from the Manager of Digital Marketing of Corporate Communications and Experience.

EDUCATION/EXPERIENCE

Bachelor's degree in communications, public relations, marketing, journalism or related field is required. Five years of journalism, communications or content writing experience is required. Strong knowledge of HTML and CSS coding and an understanding of formatting content on the web for optimal UX is required. Ability to work independently and as part of a team; handle multiple projects and effectively manage and set priorities is required. Strong analytical skills, planning skills, and grammar are required. AP Style writing is preferred. Experience in the following platforms a plus: WordPress and Monday.com.

ACCURACY

Must be able to assess effective communications mechanisms for all audiences. Accuracy of the information provided to various audiences is critical. Utilizes excellent writing skills, spelling and grammar in written communications. Must follow marketing guidelines to ensure Community First is in compliance with regulatory agencies.

EQUIPMENT

Must be proficient in use of IBM hardware, Microsoft Office package, and various writing platforms and tools. Should be familiar with Internet functions. Demonstrates familiarity of software packages for content management systems, content writing, and project management. Must be able to take basic research information and design creative informational campaigns to promote multiple programs and campaigns of Community First Health Plans and its community initiatives.

WORKING CONDITIONS

Works in a typical office environment. Subject to frequent interruptions, deadlines and decisions. May be required to work irregular hours, including assisting with special events and responding to after-hours emergency situations. Occasional travel may be required.

OTHER

Must use mature judgment and discretion in interactions with patients, visitors and colleagues. Must also successfully complete the pre-employment/post job offer health screening examination, and the annual screening, each year thereafter, as an employee.

HOW TO APPLY

Community First Health Plans is part of University Health. All job applications are received through University Health Human Resources. [Click here](#) to apply for this job.