Website Content & Design Specialist

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BICSI

OUR MISSION

BICSI is a global professional association with the mission to advance the information and communications technology (ICT) profession. Our vision is to be the preeminent ICT global authority with focused values in integrity, service, and excellence.

SUMMARY

The Website Content and Design Specialist is responsible for managing and maintaining the BICSI website (bicsi.org) to ensure it delivers an engaging, user-friendly, and visually appealing experience that aligns with BICSI's brand and strategic objectives. This role involves close collaboration with cross-functional teams to create dynamic, accessible, and effective web pages. The specialist will also utilize analytics to monitor site performance, optimize the user experience, and implement SEO strategies to boost visibility and engagement.

SUPERVISORY ROLE

Supervises no employee(s).

DUTIES/RESPONSIBILITIES

To perform this job successfully, an individual must be able to execute each essential duty satisfactorily. Reasonable accommodation may be provided to enable qualified individuals with disabilities to perform these functions.

- **Website Management**: Oversee daily content updates, visual enhancements, and functionality maintenance of bicsi.org, ensuring all web pages are accurate, fully functional, and adhere to accessibility standards.
- **Web Design & User Experience**: Create intuitive and visually appealing web pages using best practices in web design and user experience (UX) to create an engaging and easy-to-navigate online presence.
- **Content Development & Management**: Develop, edit, and manage web content using BICSI's content management system (CMS), ensuring it aligns with BICSI's digital marketing and SEO strategies. Coordinate with teams to gather content requirements and meet project timelines.
- **Performance Monitoring & Analysis**: Monitor and analyze website performance metrics (e.g., traffic patterns, user behavior, bounce rate) using tools like Google Analytics. Provide data-driven insights and actionable recommendations to enhance the site's effectiveness and user engagement.
- **SEO Optimization**: Implement search engine optimization (SEO) strategies to enhance website visibility including key word research, on-page optimization, and meta tag updates. Conduct regular audits to ensure SEO best practices are maintained.
- **Visual Content Creation**: Design and create web-based graphic elements such as banners, infographics, icons, and other visual assets to support and enhance website content.
- **Cross-Functional Collaboration**: Collaborate with marketing and communications department colleagues, product teams, and subject matter experts as needed, to gather requirements and deliver high-quality web projects that align with organizational goals.
- **Web Accessibility Compliance**: Ensure all web content complies with accessibility standards (e.g., WCAG and Section 508) to provide a user-friendly experience for all audiences, including those with disabilities.
- **A/B Testing & Optimization**: Conduct A/B testing and use optimization tools to experiment with website elements, enhancing user engagement and improving conversion rates.

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REQUIRED SKILLS/ABILITIES

- **Web Content Management**: Proficiency in using content management systems, particularly Sitefinity, to develop, edit, and manage web content that aligns with BICSI's digital marketing and SEO strategies.
- **Web Design and Development**: Strong understanding of web design principles with proficiency in HTML, CSS, and basic knowledge of JavaScript to create intuitive and visually appealing web pages.
- **SEO Optimization**: Proven experience in implementing and managing SEO strategies, including keyword research, on-page optimization, meta tag updates, and conducting regular audits to enhance website visibility and search engine rankings.
- **Web Analytics**: Proficient in using web analytics tools like Google Analytics and SEMrush to monitor and analyze website performance metrics, providing data-driven insights and actionable recommendations.
- **Graphic Design Skills**: Ability to create and manipulate web graphics using Adobe Creative Suite (Photoshop, Illustrator) or similar software to design web-based graphic elements such as banners, infographics, and icons.
- **Web Accessibility Compliance**: Knowledge of accessibility standards (e.g., WCAG and Section 508) with the ability to ensure all web content complies with these standards to provide a user-friendly experience for all audiences.
- **A/B Testing and Optimization**: Experience conducting A/B testing and using optimization tools to experiment with website elements, enhancing user engagement and improving conversion rates.
- **Organizational and Project Management Skills**: Strong organizational abilities and project management capabilities to manage multiple tasks effectively and meet deadlines in a fast-paced environment.
- **Communication and Collaboration**: Excellent written and verbal communication skills with the ability to collaborate effectively with marketing colleagues, product teams, and subject matter experts.

TRAVEL

10% (primarily by air): Travel to BICSI conferences or events. Must be able to obtain a U.S. passport.

EDUCATION AND EXPERIENCE

- **Required**:
  - Minimum of a High School diploma or equivalent.
  - Minimum of two years (3-5 years preferred) of experience in website content management, web design, or a related field.
  - Technical Proficiency: Proficiency with content management systems platforms (e.g., Sitefinity), web analytics tools like Google Analytics and SEMrush, and familiarity with HTML, CSS, and basic JavaScript.
- **Preferred:**
  - Bachelor's degree in Web Design, Digital Media, Computer Science, Marketing, Communications, or a related field.
  - Industry Experience: Experience in the technology, ICT, or professional association industry.
  - Advanced Technical Skills: Experience with A/B testing methodologies and website optimization tools.
  - Additional Expertise: Ability to utilize advanced SEO strategies and familiarity with additional web development tools or frameworks.

PHYSICAL REQUIREMENTS

The physical demands and work environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable qualified individuals with disabilities to perform the essential functions.

The regular work schedule is 40.0 hours per week (Monday-Friday; daytime) and may require additional hours/overtime, as necessary. Must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, ability to adjust focus and ability to match or detect differences between colors, including shades of color and brightness.

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While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to sit; use fingers and hands or feel and reach with hands and arms. The employee is occasionally required to stand and walk. The work environment is as follows: professional office environment; the noise level in the work environment is usually moderate.

COMPETENCIES

To perform the job successfully, an individual should demonstrate the following competencies:

Analytical – Collects and researches data; Uses intuition and experience to compliment data; Designs workflows and procedures.

Problem-Solving – Identifies and resolves challenges in a timely manner; Develops alternative solutions; Works well in problem-solving situations; Uses reason even when dealing with emotional topics.

Project Management – Potential to: coordinate projects; Communicate changes and progress and manage project team activities; Complete projects on time.

Customer Service – Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Interpersonal – Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to other ideas and tries new things.

Oral Communication – Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Participates in meetings.

Teamwork – Balances individual responsibilities; Exhibits objectivity and openness to others' views; gives and welcomes feedback; Contributes to building a positive team spirit.

Change Management – Builds commitment and overcomes resistance; Supports those affected by change with a positive attitude.

Leadership – Exhibits confidence in self and others; Inspires respect and trust; Accepts feedback from others; Displays passion and optimism.

Quality Management – Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.

Cost Consciousness – Works within budget; Conserves organizational resources.

Organizational Support – Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values.

Adaptability – Adapts to changes in the work environment; Manages priorities and competing demands; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality – Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability – Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments.

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Initiative – Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; looks for and takes advantage of opportunities; Asks for and offers help when needed.

Innovation – Meets challenges with resourcefulness; Generates suggestions for improving work; Presents ideas and information in a manner that gets others' attention.

Judgment – Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

Motivation – Sets and achieves challenging goals; Demonstrates persistence; Measures self against standard of excellence.

Planning/Organizing – Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources when necessary; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Professionalism – Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration; Performs with integrity.

Quality – Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

Quantity – Meets or exceeds productivity standards; Completes work in timely manner; Strives to increase productivity.