



COMMONWEALTH OF KENTUCKY JOB CLASS SPECIFICATION

WEB CONTENT SPECIALIST

Job Number: 21005377

Job Code: 73070V250516

Job Group: 7300 - INFORMATION MANAGEMENT SYSTEMS

Job Established: 05/16/2025

Job Revised:

Grade: 14 Salary (MIN - MID):

\$22,602-\$33,903 - Hourly

\$3,672.84-\$5,509.24 - 37.5 Hr. Monthly Salary

\$3,917.68-\$5,876.52 - 40 Hr. Monthly Salary

Special Entrance Rate:

NONE

NONE

NONE

PROBATIONARY PERIOD:

This job has an initial and promotional probationary period of 6 months, except as provided in KRS 18A.111.

CHARACTERISTICS OF THE JOB: *Characteristics of a job are general statements indicating the level of responsibility and discretion of positions in that job classification. These are not intended to be an exhaustive list.*

Develops, edits and maintains content on web-based applications and platforms to meet business objectives and to ensure an engaging and streamlined user experience; and performs other duties as required.

MINIMUM REQUIREMENTS:

EDUCATION:

Graduate of a college or university with a bachelor's degree.

EXPERIENCE, TRAINING, OR SKILLS:

Two years of systems analysis, business administration, or public administration experience.

Substitute EDUCATION for EXPERIENCE:

A master's degree in computer science, business or public administration will substitute for one year of the experience requirement.

Substitute EXPERIENCE for EDUCATION:

Additional experience in computer programming, systems analysis, information services, research and statistics, business administration, or public administration will substitute for the bachelor's degree requirement on a year-for-year basis.

SPECIAL REQUIREMENTS (AGE, LICENSURE, REGULATION, ETC.):

NONE

EXAMPLES OF DUTIES OR RESPONSIBILITIES OF THE JOB CLASSIFICATION: *Examples of duties or responsibilities are not to be construed as describing what the duties or responsibilities of any position shall be and are not to be construed as limiting the appointing authority's ability to assign, or otherwise alter the duties and responsibilities of a position. This is not intended to be an exhaustive list.*

Collaborates with agency programmatic staff to provide direction in the development of content on online web-based systems and landing pages to meet business objectives and user needs. Ensures content is appropriate and compliant with applicable statutes and regulations. Updates appropriate links on websites and keeps current with related resources and search engines. Creates new pages from templates to maintain business data, visual images, font, photos, and layout. Maintains clean and valid Hypertext Markup Language (HTML). Works with agency programmatic staff to understand the web needs and translates same into accurate, relevant and well-written web content. Assigns permissions to staff as needed. Ensures that all webpages and documents meet agency governance, style, and accessibility standards and that all content is up to date, accurate, and accessible for citizens with vision and hearing impairments. Works with information technology staff on system functionality, system improvements, and notification of any known errors. Performs testing.

UNIQUE PHYSICAL REQUIREMENTS:

Any unique physical requirements necessary to perform the duties of a specific position will be listed on the individual position description, if applicable.

TYPICAL WORKING CONDITIONS: *Incumbents in the job will typically perform their job duties under these conditions.*

Incumbents working in this job title typically perform duties in an office setting.

ADDITIONAL REQUIREMENTS:

Upon employment, employees in this job classification may be required to maintain a valid driver's license and may be required to drive a licensed vehicle. This status may be necessary for the length of time in this job classification. If this is necessary, it will be listed in the specific position description for the position at issue. Applicants and employees in this job classification may be required to submit to a drug- screening test and background check. Applicants and employees in positions which perform job duties that may require contact with offenders in the custody or supervision of the Department of Corrections or with youth in the care, custody, or supervision of the Department of Juvenile Justice must meet qualifications pursuant to the federal Prison Rape Elimination Act, 28 C.F.R.115.17 and 115.317

The Commonwealth of Kentucky does not discriminate on the basis of race, color, sex, disability, age, national origin, religion, sexual orientation, gender identity or expression, pregnancy or related medical condition, marital or familial status, ancestry, political affiliation, genetic information, or veteran status in accordance with state and federal laws.