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Web Content Author

Description

The Web Content Author is responsible for working with developers, creative agencies, digital strategists, and client stakeholders in selecting templates, modules, and components required to build sites based on designs across a portfolio of websites on client's Adobe Experience Manager (AEM) platform. The person will also add images, videos, SEO metadata, and tagging to implement the sites. The Web Content Author will be responsible for publishing and maintain content updates to various websites. All authoring will be done in adherence to client brand guidelines and input from client, creative agencies and team leads.

Key Responsibilities

- Analysis of website designs and mapping website designs to AEM templates and components
- Proactively work with development team on site implementation based on designs
- Build and author sites while ensuring content meet SEO standards
- Assist development team in preparing content for regulatory review and production launches
- Regular content and assets management for a portfolio of websites
- Work as a liaison between client stakeholders and development teams
- Act as a subject matter expert in the tools and processes required to manage site content
- Identify site improvement opportunities and continuously validate user experience
- Work with stakeholders on design considerations, advise on best practices for overall strategy and content plan
- Create training documentation

Basic Qualifications

- 3+ years of experience contributing to enterprise website that include migration and online production (using AEM and/or other web content management system)
- 1+ years of experience using Adobe Enterprise Manager (AEM) for authoring/updating content
- Skilled at editing and proofreading
- Attention to detail and strong organizational skills
- Comfortable juggling multiple, concurrent with tight deadlines
- Excellent judgment and the ability to handle escalated situations
- Self-motivated individual with excellent interpersonal skills
- Proven ability to build relationships and work independently
- Able to communicate confidently and effectively at all levels of the business and to various client groups, both verbally and in writing
- Ability to troubleshoot web front-end functionality issues
- Familiarity with Adobe Creative Cloud UI & UX applications (Xd, Photoshop, etc.)
- MS Office Suites background (Word, Excel, PowerPoint, etc.).
- Experience with project tracking through Jira / Confluence

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Prefer Qualifications

- General knowledge of web technologies such as HTML, CSS, JavaScript, etc.
- Experience in implementing search engine optimization (SEO) tactics
- Competency with web UX conventions and standards, including accessibility and SEO