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## EMPLOYMENT OPPORTUNITY

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### **Web Specialist - Contract (Digital Communications Specialist 3) Req# 36068**

The UCLA Center for Health Policy Research, one of the nation's leading health policy research centers, is seeking a Web Specialist to oversee day-to-day operations, updates, and maintenance of the center's website and digital presence.

#### **Responsibilities:**

The incumbent will be responsible for strategizing, planning, coordinating, and implementing activities and changes on the Center's website, which is critical for disseminating user-friendly, accessible, and timely health policy data and information to the public, policymakers, media, advocates, state and federal agencies, county health departments, researchers, foundations, and other stakeholders. A hybrid position that reports to both the IT and communications teams, the Web Specialist will work closely with both teams on the current and future website redesign projects, assisting with creative development and front-end development needs. They will be responsible for building and updating websites; providing recommendations for new layouts, designs, and widgets/blocks; and conducting A/B testing. They will work to ensure the new website reflects best practices of responsive, mobile-first, accessible design, and development. Working with the Center's web developer, they will also lead the 6-9 month website improvement development cycles. The Web Specialist will also serve as the point person for ADA accessibility and compliance across all websites and publications, and train staff on creating accessible documents and webpages. The Web Specialist will work closely with researchers and other Center staff on dashboards and other data visualization, providing recommendations on design and layout, ensuring dashboards are accessible, and following brand guidelines. The Web Specialist will conduct research and analysis of current trends, best practices, and industry standards to constantly improve the website and ensure an optimal user experience, while adhering to branding. They will lead search engine optimization (SEO) efforts and implementation, conducting in-depth SEO website audits, directing and implementing SEO recommendations to include page structure, code, meta data, and keywords; link building; and user experience. They understand the importance of leveraging data to drive content decisions and will monitor website traffic and all analytics, identifying key traffic patterns on the website to better inform content strategy, and provide reports and recommendations to the IT and communications directors on a quarterly basis. They will also oversee analytics for the Center's social media channels, including Twitter, LinkedIn, Facebook, Instagram, and YouTube, providing monthly reports and recommendations. In addition to the management of the UCLA Center for Health Policy Research and California Health Interview Survey (CHIS) website, the Web Specialist will also serve as the webmaster for several UCLA CHPR websites including the Resource Centers for Minority Aging Research (RCMAR), Research on Immigrant Health and State Policy (RIGHTS) Study, National Network of Health Surveys, and other Center-based projects, working closely with researchers and other Center staff on website updates and recommendations.

**Qualifications:**

- 3-5 years relevant experience. **Required**
- Expertise in content management systems, especially Drupal and WordPress. **Required**
- SEO strategy and implementation skills: strong understanding of SEO, SMO, and PPC and experience managing and tracking keyword strategy, and integrating data. **Required**
- Strong understanding of web accessibility standards and compliance and ensuring websites meet ADA requirements. **Required**
- Experience using web analytics tools, including Google Analytics. **Required**
- Proficiency in design tools such as Adobe Creative Suite. **Preferred**
- Familiarity with Constant Contact and/or other email marketing tools. **Preferred**
- Experience using data visualization tools and/or building dashboards, using tools such as Tableau, Nvivo, or R. Shiny. **Preferred**
- Ability to train non-technical staff on web and other content management technologies, using clear and precise language appropriate to lay audiences. **Required**
- Excellent communication skills. **Required**
- Extremely detail- and deadline-oriented and able to manage multiple projects in a timely manner. **Required**
- Ability to effectively multitask, juggling various projects and deadlines simultaneously with strong attention to detail and organization. **Required**
- Experience with video and video editing, a plus. **Preferred**
- Proficiency in front-end web development (HTML, CSS, JavaScript), a plus. **Preferred**
- Experience working with large datasets, both public and under HIPAA and PHI compliance. **Preferred**

**Other Details:**

Full-time, Contract position. Salary commensurate with experience. Excellent benefits. Equal Opportunity Employer.

**How to Apply:** <https://hr.mycareer.ucla.edu> search for Requisition #36068.