



Bastrop County Job Posting

804 Pecan Street, Bastrop TX 78602

(512) 581-7120

An Equal Opportunity Employer

Title: Website/Digital Content Manager	Opening Date: January 30th, 2026	Application Deadline: Open until filled	Job #: 260108
Department: Information Technology	Starting Salary: \$65,000 - \$70,000/Annual Salary	Location: Bastrop, TX	Travel: Moderate

INTERNAL AND EXTERNAL JOB POSTING

Brief Job Description: The Website/Digital Content Manager must possess the ability to think both creatively and analytically. Duties include producing and publishing content, writing, editing, proofreading, formulating content strategies, and working with county departments. The role of the Website/Digital Content Manager is to design, develop, and manage the county's websites, web-facing applications, and digital content systems. The Website/Digital Content Manager will oversee and manage the design and development of web-related projects and digital content channels. This individual will work with departments to create content for the website and other digital channels, including digital signage and the government channel.

Knowledge, Skills and Abilities: Demonstrated ability to develop and format content for online communication, with creativity and the ability to develop original and engaging content. Proven work experience as a website designer, including a proven ability to manage websites and webpage content. Thorough understanding of how to architect information flows on the web, with a strong understanding of website architecture and aesthetics. Ability to establish and maintain effective working relationships with those contacted in the course of the job, and to demonstrate strong personal communication skills, including effective telephone skills and public speaking. Ability to maintain confidentiality of information encountered in work activities at all times.

Minimum Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily, have a high school diploma or equivalent, and a valid Texas Driver's license (or a valid out of state Driver's license with the ability to obtain a TXDL within 90 days). The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Bastrop County does not discriminate on the basis of race, color, age, national origin, sex, religion or disability in employment or in its activities.

A Bastrop County Job Application is required and can be completed at:

[Bastrop County Employment Application](#)

Applications postmarked after the closing date will not be accepted. Unless otherwise indicated, regular attendance is an essential job requirement of all positions in the county. All positions requiring a degree and/or licensing require proof of degree and/or license. Your application for employment with Bastrop County may subject you to a criminal background check.

IMPORTANT NOTE TO ALL APPLICANTS: Only applicants scheduled for interviews will be contacted. If you are scheduled for an interview and require any reasonable accommodation in our interview process, please inform the hiring representative who calls you to schedule your interview. Whenever possible, please give the hiring representative sufficient time to consider and respond to your request. Thank you for considering employment with Bastrop County. This position has a six month eligibility list for qualified applicants. Visit our website at: <http://www.co.bastrop.tx.us/page/co.jobs>



BASTROP COUNTY, TEXAS Job Description

Job Title: Website/Digital Content Manager

Department: Information Technology

FSLA Status: Exempt

Reports To: Information Technology Director

SUMMARY: The Website/Digital Content Manager must possess the ability to think both creatively and analytically. Duties include producing and publishing content, writing, editing, proofreading, formulating content strategies, and working with county departments. The role of the Website/Digital Content Manager is to design, develop, and manage the county's websites, web-facing applications, and digital content systems. The Website/Digital Content Manager will oversee and manage the design and development of web-related projects and digital content channels. This individual will work with departments to create content for the website and other digital channels, including digital signage and the government channel.

SUPERVISION RECEIVED AND EXERCISED:

Receives general direction from the Information Technology Director. This position exercises discretion and independent judgment on matters of significance related to County digital communications, accessibility, and public information. Assignments are received in the form of general objectives and employee is expected to define priorities and develop methods and routines.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

1. Continuously optimize and improve the website and digital platforms to ensure performance, usability, and relevance;
2. Partner with departments to plan, develop, and structure website content, including style, layout, and presentation;
3. Create, publish, write, edit, proofread, and review engaging content to ensure accuracy and effective dissemination across all digital channels;
4. Manage content across all web and digital platforms, monitoring systems to ensure content is current, accurate, and error-free;
5. Provide editorial, creative, and technical support to department-level contributors, including training on CMS usage and design best practices;
6. Track and analyze web analytics to assess content engagement and inform continuous improvements;
7. Ensure content complies with applicable laws and standards (e.g., copyright, ADA, data protection) and stay current with digital content trends and solutions;
8. Performs related work or duties as assigned by supervisor.

OTHER FUNCTIONS: Performs other job related duties as directed by supervisor(s). **Regular attendance is considered an Essential Function of this job.**

NOTE: The essential functions describe the general nature and level of work being performed by employees holding this position. This is not intended to be a comprehensive listing of all duties and responsibilities required, nor are all duties listed necessarily performed by any one employee so classified.

MINIMUM QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily, have a high school diploma or equivalent, and a valid Texas Driver's license (or a valid out of state Driver's license with the ability to obtain a TXDL within 90 days). The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Knowledge of:

Proven work experience as a website designer

Proven ability to manage websites and webpage content.

Thorough understanding of how-to architect information flows on the Web

Strong understanding of website architecture and aesthetics

Proficiency with content management systems

Demonstrated ability to develop and format content for online communication

Creativity and the ability to develop original and engaging content.

Proficiency with basic tools of website and digital content production: HTML, CSS, audio/video editing software, photo editing software

Excellent writing skills in English (second language is a bonus)

Understanding of digital accessibility, SEO strategies, and other best web design practices.

Excellent communication, analytical, problem-solving, and time-management skills

Ability to build relationships and work cross-functionally with business units

Bastrop County policies and procedures

Personal Computer skills and software, including Microsoft Office;

Professional Customer Service skills;

Proper English usage, spelling, grammar and punctuation;

Standard office policies, procedures, and equipment;

Bastrop County policies and procedures.

Ability to:

Conduct business with the public in a professional, courteous manner.

Establish and maintain effective working relationships with those contacted in the course of the job.

Demonstrate personal communication skills including effective telephone skills and public speaking.

Communicate clearly and concisely, both verbally and in writing.

Understand and follow verbal and written instructions.

Solve highly technical problems.

Properly interpret, understand and make decisions in accordance with laws, regulations and policies.

Perform multiple tasks simultaneously in a timely manner.

Function independently, exercise good judgment, manage multiple projects, and meet deadlines.

Work as part of a team.

Operate equipment and software required to perform essential job functions.

Work in a safety-conscious environment and to follow and promote good safety practices.

Maintain confidentiality of information always encountered in work activities.

Respond quickly and effectively to changing circumstances.

Complete routine business correspondence.

Provide attention to detail.

Quickly develop new skills.

Safely operate a motor vehicle.

Obtain NIMS Incident Command System Certification.

Physical Demands:

Maintain effective audio-visual discrimination and perception needed for:

Making observations, reading and writing, operating assigned equipment, and communicating with others.

Visual abilities include close vision, distance vision, depth perception, peripheral vision, and the ability to adjust focus.

Maintain physical condition needed to accomplish the performance of assigned duties and responsibilities, which may include:

Walking, sitting, or standing for long periods of time; Lifting and carrying materials weighing up to 25 pounds, such as files or stacks of records; Occasional climbing, stooping, crawling, squatting, &/or kneeling.

Maintain mental capacity sufficiently to accomplish the performance of assigned duties and Responsibilities, which may include:

Handling stressful situations.

Interpreting local, state and federal laws and regulations.

Effective interaction and communication with others.

Preparing clear and concise reports.

Learning and developing skills consistently with essential job functions; and

Make sound decisions in a manner consistent with essential job functions.

EXPERIENCE, EDUCATION, and LICENSING:

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

3 years professional experience as a Webmaster or Web Developer.

Education:

Bachelor's degree in marketing, journalism, website content writing, web design, human factors engineering, public relations, communications, or related field.

Additional years of work experience can substitute for the education requirement.

This position requires TLETS access, other disqualifiers apply. Visit <http://www.tdcj.texas.gov/divisions/hr/hr-home/tletseligibility.html> for additional information.

Licensing:

Driver's License valid in the State of Texas

NIMS Incident Command System Certification –within 1 year of employment

SELECTION GUIDELINES:

Formal application; rating of education and experience; oral interview; reference and other background checks; job-related tests may be required.

Drug and Alcohol Testing:

This position is subject to random and/or reasonable suspicion and/or post-accident testing for drugs and alcohol in accordance with applicable federal and state laws and County policy.

Employment At-Will:

This job description does not constitute an employment agreement and is subject to change. Under no circumstance is this job description, or any part of it, to be construed as a contract of employment, either express or implied.

Employment is at-will and may be terminated at any time by either the employer or employee.