



4248 Park Glen Road  
Minneapolis, MN 55416  
(952) 928-4648

**Title:** Web Content Specialist  
**Job Type:** Full Time

**Reports to:** VP, Marketing & Creative Services  
**Location:** Remote, some travel for MAG events

## Job Summary

[Apply here](#)

The Web Specialist ensures MAG's website content and digital experience are accurate, accessible, optimized for search, and aligned to brand and conversion goals.

Guided by the MAG values, the role owns day-to-day website administration in the CMS (pages, sections, widgets, documents, and notifications), partners with stakeholders to publish updates efficiently, and uses analytics/SEO/accessibility practices to continuously improve performance. While LMS end-user support and LMS administration remain owned by the Enterprise Systems Administrator; this role collaborates closely to ensure all CMS, AMS, LMS system-of-record updates stay aligned.

## Responsibilities

### DIGITAL CONTENT DELIVERY — CUSTOMER DRIVEN

- Implement and manage website content updates within the CMS, ensuring accurate placement, proper formatting, and alignment with brand and style standards.
- Create and publish new pages, site sections, and documents; manage redirects, broken links, and content freshness cycles to maintain a clean, reliable web presence.
- Maintain content hygiene across the site including navigation integrity, page accuracy, and link validation.
- Support the LMS by implementing content updates, publishing learning materials, and ensuring a consistent user experience across platforms.
- Ensure posted content follows established standards, Style Guide, and writing conventions.

### SEO, ACCESSIBILITY and PERFORMANCE — IMPACT FOCUSED

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### PLATFORM and TECHNICAL SUPPORT — FORWARD THINKING, TRUSTED SOURCE

- Perform basic HTML/CSS edits within CMS templates and components to ensure proper look, feel, and functionality.
- Document content requests, track revisions, and communicate status updates to business owners throughout the project lifecycle.
- Participate in QA/UAT for CMS updates and vendor-supported enhancements; escalate issues that could cause member-facing disruption.
- Coordinate with the Systems Manager to ensure web updates align with AMS data, forms, portal links, and authentication behaviors.

### COLLABORATION and OPERATIONAL— COMMUNITY CONNECTION & DIVERSE PERSPECTIVE

- Partner with Marketing, Design, Education, and other teams to align web content to audience needs and organizational goals.
- Coordinate with third-party vendors to support integration of solutions into the website and LMS.
- Follow established intake, prioritization, and handoff processes to deliver updates accurately and on time.

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Driving **positive change and innovation** in the payments industry that serves the merchants interest through **collaboration, education, and advocacy.**



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- Train staff on CMS use and document processes and procedures for web and LMS content management.
- Travel may be required for organizational events.
- Other duties assigned by supervisor related to position.

## Qualifications

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### **Required**

- 1-2 years managing content for high-traffic websites
- Working knowledge of front-end web fundamentals for implementation and troubleshooting (HTML/CSS; ability to work within templates/components).
- Experience with digital analytics (e.g., GA4 and dashboarding/reporting tools) to drive optimization.
- Demonstrated application of SEO and digital accessibility standards (e.g., Section 508/ADA).
- Proficiency with Microsoft Office (Word, Excel, PowerPoint) and able to work across business platforms/tools.
- Clear written and verbal communicator with strong attention to detail and quality control.
- Demonstrated ability to translate performance data into practical web improvements (SEO, content structure, navigation/UX recommendations).

### **Preferred**

- Bachelor's degree in web/digital, analytics, or related or equivalent combo of education and experience.
- Experience with CMS/LMS platforms (e.g., Sitefinity/WordPress; BlueSky/Blackboard or similar).
- Experience building/maintaining custom pages or digital experiences across multiple platforms.
- Familiarity with tag management and search tooling, and basic A/B or iterative optimization practices.
- Working knowledge of JavaScript (or similar scripting) for light enhancements/troubleshooting.
- Experience with creative and collaboration tools (e.g., Adobe Creative Cloud; Smartsheet or similar).
- Experience supporting event-cycle or launch-cycle digital work

**MAG Employee Benefits:** MAG Employee Benefits can be viewed [on our website](#).

## About the MAG

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The Merchant Advisory Group (MAG) is a global organization dedicated to driving positive change and innovation in the payments industry serving merchant's interest globally through collaboration, education, and advocacy. Representing over 200 of the world's leading merchants across many industries, including airlines, retail, restaurants, insurance, amusement parks, grocery, and software, the MAG facilitates strategic engagement across North America, Europe, and Asia.

The Merchant Advisory Group is an Equal Opportunity Employer. All qualified applicants will receive consideration without regard to race, color, religion, gender, sexual orientation, gender identity, national origin or ancestry, age, disability or veteran status or other protected status.