



Accessibility Skills Hiring Toolkit

Content Author/Producer

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Interview questions adapted from the Accessibility Interview Questions open source resource, scottaohara.github.io/accessibility_interview_questions

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Responsibilities

The Content Author/Producer creates, produces, and publishes primarily text-based content.

The Content Author/Producer ensures compliance with digital accessibility regulations and requirements by performing the following duties and responsibilities:

- Incorporate content accessibility requirements (semantic structure, meaningful links) into content authoring workflows
- Create content with accessibility in mind
- Create alternatives for media content, such as image descriptions and figure captions
- Use content authoring and publishing platforms that support accessibility
- Partner with colleagues and team members to prioritize accessibility in content production

Qualifications

Required: Applicants for the Content Author/Producer role are required to have these qualifications:

- Knowledge of digital accessibility and disability inclusion
- Knowledge of regulations related to digital accessibility (e.g., Section 508, ADA, Plain Language Act)
- Knowledge of WCAG 2.1 AA requirements related to content authoring and production
- Experience creating accessible content using plain language and clear and structured content, and providing alternatives as needed
- Experience creating content that reflects diversity and inclusion

Preferred: Applicants with the following qualifications will be preferred:

- Experience creating content that follows Plain Language Guidelines
- Experience incorporating production of alternatives (e.g., captions, image descriptions) into content authoring workflows
- Experience incorporating accessibility into content authoring resources, such as style guides



Screening Questions

Question	Response/Comments
Knowledge of digital accessibility and disability inclusion	
1. Who benefits from accessibility?	
2. How would you define inclusive and/or universal design? Can you provide an example? (Does not need to be web related)	
3. What resources would you recommend to someone who wants to keep informed of the latest updates on accessibility and inclusive design?	
Experience creating accessible content using plain language and clear and structured content, and providing alternatives as needed	
4. How do you see accessibility fitting into your role in the organization?	
5. How do you incorporate accessibility into your day to day activities? (Email, document creation, when presenting content, etc.). Give an overview of the process you go through for (insert example).	
6. What is alternative text and why is it important?	



Question	Response/Comments
7. Why are headings important? What's the proper way to implement headings?	
Comments:	



Interview Questions

Question	Response/Comments
Knowledge of digital accessibility and disability inclusion	
1. Who benefits from accessibility?	
2. How would you define inclusive and/or universal design? Can you provide an example? (Does not need to be web related)	
3. What resources would you recommend to someone who wants to keep informed of the latest updates on accessibility and inclusive design?	
Knowledge of regulations related to digital accessibility (e.g., Section 508, ADA, Plain Language Act)	
4. Describe the difference between Section 504 and Section 508 of the Rehabilitation Act.	
5. Describe the difference between Section 508 and the Web Content Accessibility Guidelines.	
6. What is the Plain Writing Act of 2010?	



Question	Response/Comments
Knowledge of WCAG 2.1 AA requirements related to content authoring and production	
7. What is WCAG?	
8. What are the differences between A, AA, and AAA compliance?	
9. Why is color contrast important?	
10. What are the risks involved in using animations or auto-playing videos?	
Experience creating accessible content using plain language and clear and structured content, and providing alternatives as needed	
11. How do you see accessibility fitting into your role in the organization?	
12. How do you incorporate accessibility into your day to day activities? (Email, document creation, when presenting content, etc.). Give an overview of the process you go through for (insert example).	

Question	Response/Comments
13. What is alternative text and why is it important?	
14. Why are headings important? What's the proper way to implement headings?	
15. When selecting videos to share on a site or social media platform, what are some accessibility questions you would ask before sharing the video?	
16. How would you provide alternative text for a complex graph or infographic?	
17. How can using plain language benefit the accessibility of a project?	
Experience creating content that reflects diversity and inclusion	
18. How does diversity and inclusion factor into your work as a content creator?	

Question	Response/Comments
19. What steps do you typically take to ensure your content is inclusive? Please provide some examples of actions you've taken.	
20. What are some examples of inclusive/non-inclusive language?	
Experience creating content that follows Plain Language Guidelines	
21. Describe your experience applying Plain Language Guidelines to content resources.	
Experience incorporating production of alternatives (e.g., captions, image descriptions) into content authoring workflows	
22. Describe your methods for producing accessible alternatives, such as captions and image descriptions, when creating content.	
Experience incorporating accessibility into content authoring resources, such as style guides	
23. Describe your experience creating content authoring resources, such as content templates and style guides, and share examples of how you incorporated accessibility into the resources.	

Question	Response/Comments
Comments:	

