

COLLEGE OF CENTRAL FLORIDA

JOB DESCRIPTION

JOB TITLE: MANAGER - DIGITAL COMMUNICATIONS

PAY GRADE: P-4

OVERTIME STATUS: EXEMPT

MAJOR RESPONSIBILITY:

Responsible for maintaining and updating the college's public website, www.CF.edu; managing online communications; facilitating digital advertising; and supporting the college's image and branding in all media. Assists the director in development and implementation of a marketing, public relations, and communications program for the college.

At the College of Central Florida, our vision is to be "Your first choice for quality higher education." We aim to accomplish this by providing a caring and exceptional learning environment that fosters the success of our students and community. Candidates considering becoming part of the CF family must be able to embrace and model this philosophy in their day-to-day responsibilities and demonstrate our standards: professional, responsive, informative, dependable, and engaged.

PREREQUISITES FOR POSITION (Qualification Standards):

1. Education or training: Bachelor's degree required from an accredited college or university in communications, marketing web design, or a related field with training in HTML. An Associate in Science in one of these areas with five years of applicable experience may be substituted.
2. Years of experience in the field: Minimum of three years of full-time experience in web content management, communications, or a related field required. Project portfolio required to demonstrate web, graphic arts, and/or communications skills.
3. Special skills or abilities related to the position: Experience with content management systems and coordinating content with a diverse group of content managers. Proficiency in HTML, Adobe Creative Suite, and Microsoft Office. Experience with WordPress, CSS, and JavaScript is a plus. Knowledge of SEO and web traffic metrics. Experience with digital advertising platforms. Positive human relations skills. Good oral and written communication skills. Excellent planning and organizational skills. Ability to concurrently handle multiple events and set priorities. Highly organized, detail-oriented, and capable of working individually and in a team setting. Ability to establish and maintain effective working relationships with employees, professional contacts, vendors, and the public.

Special skills or abilities related to the position (Continued):

Ability to independently travel to other locations for college business.

ESSENTIAL JOB FUNCTIONS:

1. Manage and oversee the college website, focusing on usability, ADA and legal compliance, navigation, content, and design.
2. Coordinate digital advertising schedule and placements.
3. Work with the CF Information Technology team to troubleshoot technical issues with the website.
4. Create engaging, search-engine-optimized website content in collaboration with college staff to promote academic programs and support recruiting efforts. Review content for accuracy, appropriateness, spelling, grammar, etc.
5. Train college staff on how to use content management systems.
6. Work with vendors to implement third-party products, such as the college catalog, on the website.
7. Manage college social networking accounts and support secondary accounts to ensure responsible promotion of college messages.
8. Assist with graphic design for digital communication campaigns.
9. Work with the Director of Marketing, Public and Community Relations to implement and edit videos promoting the college.
10. Develop and maintain email communications for prospective students, current students, and other key audiences.
11. Conduct research to inform the Marketing and Public Relations department's marketing strategy.
12. Manage the college's marketing automation systems.
13. Be prepared to change tasks or handle situations that the director of Marketing, Public, and Community Relations thinks appropriate for this position and/or necessary for the proper functioning of the department.

(These essential job functions are not to be construed as a complete statement of all duties performed.)

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Acceptable eyesight (with or without correction).
- Acceptable hearing (with or without hearing aid).
- Ability to clearly communicate both orally and in writing on a telephone and on a computer for extended periods.
- Routinely requires sitting at a desk and viewing a display screen for extended periods.
- Ability to access, input, and retrieve information from a computer or other electronic device.

PHYSICAL DEMANDS (Continued):

- Routinely requires moderate (up to 40 pounds) lifting and carrying.
- Routinely requires walking, standing, sitting, kneeling, stooping, reaching up, twisting, and bending.
- Ability to drive a college vehicle.

ENVIRONMENTAL CONDITIONS

- Works in an office environment.

(Reasonable accommodations will be made for otherwise qualified individuals with a disability.)

PRIMARY LOCATION OF JOB: OCALA CAMPUS, BLDG. 40

SUPERVISOR OF POSITION: DIRECTOR - MARKETING, PUBLIC AND COMMUNITY RELATIONS