COLLEGE OF CENTRAL FLORIDA

JOB DESCRIPTION

JOB TITLE: MANAGER OF COMMUNICATIONS & WEB DESIGN (WEBMASTER)

PAY GRADE: P - 13

OVERTIME STATUS: EXEMPT

MAJOR RESPONSIBILITY:

Responsible maintaining and updating the college’s public website, www.CF.edu, and other college websites; to help shape and properly convey the college’s image both internally and externally through dynamic and highly specialized graphic arts. Assist 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 the first choice for quality higher education in our community.” 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, graphic/web design, information technology or a related field with proficiency in Dreamweaver or similar web design software, content management systems, HTML, CSS and Query, or an associate degree with five years of applicable experience.

2. **Years of experience in field**: Minimum of three years experience in communications, graphic/web design, information technology or a related field. Writing samples required and may include news releases, brochures, publications, advertisements and/or speeches. Five years of experience required if candidate holds an associate degree.

3. **Special skills or abilities related to position**: Positive human relations skills. Good oral and written communications skills. Proficiency in Microsoft Office and Adobe programs including Photoshop, InDesign, Illustrator and Acrobat. Ability to develop and implement creative marketing strategies and graphic projects well and quickly. Excellent planning and organizational skills. Ability to concurrently handle multiple events and set priorities. Highly organized, detail-oriented, capable of working
Special skills or abilities related to position (continued):

individually and in a team setting. Ability to establish and maintain effective working relationships with employees, professional contacts, media, vendors and the public.

4. Ability to independently travel to other locations for college business.

ESSENTIAL JOB FUNCTIONS:

1. In cooperation with the Marketing and Public Relations director, manage and oversee the college website, focusing on usability, functionality, navigation and design. Develop website content in collaboration with college staff to promote academic programs and support recruiting efforts.

2. Take an active role in the initiation, design, writing and editing of copy for feature articles, news releases and announcements, and their subsequent dissemination and/or publication.

3. Provide creative direction and graphic arts services for all campuses, centers, departments, entities and personnel of the college.

4. Create print and broadcast advertising concepts, copy and design, and coordinate the placement with responsibility for maintaining exposure throughout the year within budget.

5. Provide design services and facilitates production of college publications such as catalogs, fliers, brochures, programs, handbooks, forms and certificates using AP style guidelines.

6. Design and execute logos, symbols and branding for special projects, letterheads, PowerPoint templates and other miscellaneous graphics projects.

7. Support and coordinates with student affairs and alumni the college’s social networking sites to ensure responsible promotion of college messages.

8. Assist with graphic elements of the CF website including photography, homepage marketing concepts and landing pages.

9. Assist with production of the college magazine.

10. Proofread college documents according to Associated Press style guidelines.

11. In the absence of the director and manager of Marketing and Public Relations, attend meetings and serve as public information liaison to the media.

12. Make decisions in accordance with college policies and procedures.

13. Be prepared to change tasks or handle situations that the director of Marketing and Public 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 accommodation may be made to enable individuals with disabilities to perform the essential functions.

- Acceptable eyesight (with or without correction)
- Acceptable hearing (with or without hearing aid)
- Ability to communicate both orally and in writing on a telephone and on a computer for extended periods of time.
- Routinely requires sitting at a desk and viewing a display screen for extended periods of time.
- Ability to access, input, and retrieve information from a computer or other electronic device.
- Routinely requires Moderate (up to 15 pounds) lifting and carrying.
- Routinely requires Walking, Standing, Sitting, Kneeling, Stooping, Reaching up, Twisting and Bending.

ENVIRONMENTAL CONDITIONS

- Works in an office environment

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

PRIMARY LOCATION OF JOB: Building 40, Ewers Century Center, Room 102, Ocala Campus

SUPERVISOR OF POSITION: Director of Marketing and Public Relations