

# COLLEGE OF CENTRAL FLORIDA

## JOB DESCRIPTION

JOB TITLE: MANAGER - WEB COMMUNICATIONS AND NEW MEDIA

PAY GRADE: P-4

OVERTIME STATUS: EXEMPT

### MAJOR RESPONSIBILITY:

Responsible for maintaining and updating the college's public website, www.CF.edu; for managing new media such as Facebook; facilitating print and 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' applicable experience may be substituted.
2. Years of experience in field: Minimum of three years' 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 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 Percussion CMS, CSS and jQuery a plus. Knowledge of SEO and web traffic metrics. Familiarity with social media. 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 position (Continued):

Ability to establish and maintain effective working relationships with employees, professional contacts, vendors and the public. 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, navigation, content and design.
2. Work with Marketing and Public Relations director to coordinate digital and print 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 the website content management system.
6. Maintain the information architecture of the website and make changes as needed.
7. Ensure website is compliant with laws (e.g. copyright and data protection) and WCAG 2.0 accessibility guidelines through continual review of third-party analytics.
8. Work with vendors to implement third-party products, such as the college catalog, on the website.
9. Manage college social networking accounts and support secondary accounts to ensure responsible promotion of college messages.
10. Assist with graphic elements of the CF website including photography, homepage marketing concepts and landing pages.
11. Make decisions in accordance with college policies and procedures.
12. 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 accommodations 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 clearly 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.

PHYSICAL DEMANDS (Continued):

- Ability to access, input, and retrieve information from a computer or other electronic device.
- 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: Building 40, Ewers Century Center, Ocala Campus

SUPERVISOR OF POSITION: Director - Marketing and Public Relations