



ISSUED: 10/01

TITLE: <u>Web Content Administrator</u>	SALARY SCHEDULE: <u>B</u>	CLASS CODE: <u>PE341</u>
UNION: <u>P&A – Local 1979, U.A.W.</u>	SALARY GRADE: <u>13</u>	EEO CODE: <u>30</u>
	FLSA: <u>Exempt</u>	E- CLASS: <u>PE</u>

POSITION PURPOSE

Develop and edit central university web pages and coordinate the implementation and maintenance of university unit web pages to ensure a consistency of look and content in order to provide a centralized presentation and dissemination of information designed to effectively promote the University and its activities and accomplishments.

ESSENTIAL JOB FUNCTIONS

- Serve as primary resource for units university-wide regarding the content and appearance of unit Web pages. Administer and provide training in content management tools, control access, review sites for adherence and conformity to editorial and design standards and resolve related problems.
- Develop and edit central university web site and pages. Identify, select and condense news and events for inclusion on Web page, prepare communications designed to effectively position the University, and ensure the delivery of key University messages.
- Serve as liaison with IT personnel campus-wide to identify and resolve Web page related problems. Work with clients, designers and vendors to ensure established standards and expectations are met.
- Develop and implement mechanisms and processes designed to evaluate the effectiveness of university electronic communications. Provide analysis of collected data and submit reports and recommendations as requested.
- Review and edit all university Web sites, remove Web pages that are offensive, inappropriate or deemed to be in poor taste.
- Establish and maintain effective working relationships with unit administrators hosting Web pages not included in the university program.

THIS DESCRIPTION IS INTENDED TO INDICATE THE KINDS OF TASKS AND LEVELS OF WORK DIFFICULTY THAT WILL BE REQUIRED OF POSITIONS THAT WILL BE GIVEN THIS TITLE AND SHALL NOT BE CONSTRUED AS DECLARING WHAT THE SPECIFIC DUTIES AND RESPONSIBILITIES OF ANY PARTICULAR POSITION SHALL BE. IT IS NOT INTENDED TO LIMIT OR IN ANY WAY MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT AND CONTROL THE WORK OF EMPLOYEES UNDER THEIR SUPERVISION. THE USE OF A PARTICULAR EXPRESSION OR ILLUSTRATION DESCRIBING DUTIES SHALL NOT BE HELD TO EXCLUDE OTHER DUTIES NOT MENTIONED THAT ARE OF SIMILAR KIND OR LEVEL OF DIFFICULTY.

- Supervise full time clerical support personnel. Interview, hire, assign work and evaluate performance .
- Perform related work as assigned.

ADDITIONAL COMMENTS

This single incumbent classification was designed to oversee the content and appearance of central university web sites and pages as well as web pages of units university wide, in order to provide a consistency in message and image. This classification level is typically assigned to jobs requiring knowledge of the underlying principals (as opposed to practices) of a technical or specialized field. For this classification in particular, advice and guidance is given to units throughout the university and direction is received from the Director of Marketing and Publications. This classification is solely assigned to the Division of Advancement, Marketing and Publications department.

MINIMUM QUALIFICATIONS

- Graduation from an accredited college or university or an equivalent combination of education and/or experience. Major concentration in journalism or communications preferred.
- Knowledge of Web site technology and applications.
- Project management experience.
- Excellent writing, editing and communication skills.
- Experience writing and editing marketing, advertising and promotional copy.
- Ability to establish and maintain effective working relationships with units university wide.
- Typically, incumbents assigned to this classification have held positions requiring a combination of communication and web site related knowledge.