CAMPUS WEBMASTER

Function of Job:

Under general supervision of designated supervisor, plan, design, maintain, and update campus website and manage website's content, consistent look, and applications, including social and multi-media initiatives; map flow of site; develop, implement, and oversee campus website strategy for marketing the institution by portraying institutional strategy and mission; monitor website use and trends; coordinate efforts with information technologists as required; establish and maintain working relationship with clients on campus and vendors; and supervise campus websites to ensure appropriateness and consistency.

Characteristic Duties and Responsibilities:

1. Define campus website uses and audiences, assess information needs, and design campus website to meet needs, provide additional information, incorporate appropriate links, and market the institution by establishing identity and maintaining consistency throughout website.
2. Create and edit web sites, web documents, and on-line communications; incorporate images and forms, sounds, animation and hypertext links to other web documents and locations as assigned.
3. Design audience input on site and site changes, communicate changes, assess feedback and effect changes as needed.
4. Develop campus policies, based on institutional priorities and strategies and industry standards and guidelines.
5. Train and supervise staff as assigned.
6. Develop working relationships with campus constituents, explain web design and purpose, and supervise campus web authors to ensure reliability and consistency of websites.
7. Respond to technical support inquiries, develop and implement training for campus constituencies including professional development on such topics as social media; identify problem areas, develop solutions, and create on-line resources.
8. Coordinate resources, such as information technology, students, campus clients, finances, and timelines, to streamline processes.
9. Maintain currency in technical knowledge and understanding of practical web design, management of websites/locations, and new trends in web development and electronic communications.
10. Prepare software documentation and recommend changes and improvements; test new software, and create documentation for the implementation of new or modified application software.
11. Maintain inventory and license information as needed, order materials, and manage day-to-day operations as required.
12. Supervise projects and/or manage daily operations of a project as assigned, which may include development and maintenance of project management information and documentation, such as task lists, charts, specifications.
13. Participate in institutional professional development and training.
14. Perform related duties as assigned.

Minimum Qualifications:
1. Bachelor's degree and combination of public relations, marketing, and/or information technology experience equal to ~~two~~ three years.
2. Experience with web software applications and social and multi-media applications.
3. Overall computer literacy and computer skills as required by department.
4. Effective oral and written communication skills.
5. Understanding of browser compatibility and navigation.

Additional Desirable Qualifications:
1. Experience in higher education.
2. Marketing skills.

1/31/2012
System Approval

This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.

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