

# CLASSIFICATION SPECIFICATION

## Web Communications Coordinator

FT/PT Class Code: 5138, 5638      Pay Grade: B/C 18      FLSA: Exempt      Rev. 10/31/16

***SUMMARY STATEMENT:*** An incumbent is responsible for maintaining and continually enhancing the College's presence on the Internet. The incumbent will serve as a technologist for the web responsible for delivering marketing and technology solutions that maximize the College's brand and provide a positive user experience to meet the needs and expectations of a wide variety of audiences.

### **NATURE AND SCOPE:**

An incumbent in this class functions under the direction of the Web Manager as well as the Vice President for Institutional Effectiveness and College Relations. An incumbent is involved in the daily operation and maintenance of the Delaware Tech website and will help plan and implement its growth and evolution. A significant aspect of the work involves establishing and maintaining effective working relationships with others and includes having a high level of understanding and experience in both the technical and marketing-related aspects of the website in order to research, develop, and implement web applications and solutions that will enhance the user's web experience, maintain consistency across divisions and campuses, and reinforce the College's brand identity.

### **PRINCIPAL ACCOUNTABILITIES:**

***An incumbent may perform any combination of the below listed accountabilities:***

1. Updates, maintains, and proofs web content changes. Ensures that marketing, branding, and user centered standards are maintained in web content, assets and navigation.
2. Manages all aspects of the assigned elements of the College's portal for employees and students including: development and consistent implementation of parameters for internal sites, and oversight of internal sites.
3. Analyzes complex website requests, needs and requirements to develop implement or recommend solutions that are appropriate for the College.
4. Completes all aspects of project management for assigned tasks or web projects: defining priorities, scope of work, and client communication.
5. Assists the Web Manager in evaluating website functionality and improving usability.
6. Assists the Web Manager in researching and writing guidelines to improve website policy, procedures, and practices.
7. Sources or produces website graphic assets (photographs, screen casts, and video) and uses image editing software to correct, enhance, crop and optimize them for use on the web site.
8. Keeps current with website best practices, technologies and trends.

### **PRINCIPAL ACCOUNTABILITIES, cont'd:**

9. Performs other related duties as required.

### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- ◇ Knowledge of marketing in a web environment, including navigation and usability, branding and writing for the web.
- ◇ Skill in cross-browsing coding in HTML/XHTML/XML and CSS.
- ◇ Knowledge of security for web applications.
- ◇ Knowledge of 508 compliant web design standards.
- ◇ Skill in using web, content, and imaging editing tools such as Dreamweaver, InDesign, Illustrator, and Photoshop.
- ◇ Knowledge of and skill in using a content management system such as Drupal.
- ◇ Skill in using multimedia editing software.
- ◇ Skill in creating and implementing e-marketing solutions.
- ◇ Knowledge of concepts of JavaScript, PHP or comparable language and MySQL.
- ◇ Knowledge of graphic file format and visual design principles.
- ◇ Working knowledge of the principles, procedures and standards of website structuring and design.
- ◇ Ability to communicate effectively and relate to a diverse population in a multicultural environment.

### **MINIMUM QUALIFICATIONS:**

- ◇ Bachelor's degree and four (4) years of relevant experience or an associate degree and six (6) years of relevant experience.