

CLASSIFICATION SPECIFICATION

Web Manager

FT/PT Class Code: 5130, 5630 Pay Grade: B/C 20 FLSA: Exempt Rev. 10/31/16

SUMMARY STATEMENT: An incumbent is responsible for leading a web team that will maintain and continually enhance the College's brand, goals, communication, and presence on the Internet. The incumbent will serve as the senior 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 Vice President for Institutional Effectiveness and College Relations. An incumbent takes a proactive lead 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. This position provides technical leadership and support for all web-related services.

PRINCIPAL ACCOUNTABILITIES:

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

1. Leads the web team in the development of strategic and operational plans to effectively maintain and continually enhance the College's website. Translates the approved plans into action by providing leadership and project management, as well as assisting in the implementation. Manages the work assignments and activities of the web team by defining priorities and the scope of work.
2. Provides leadership and project management for the maintenance of a secure internet and content management system. Monitors and uploads related modules needed to ensure continued functionality of the College's website.
3. Manages and implements site navigation, content management, e-marketing initiatives, selection of web applications software platforms, and the selection of web applications software platforms – all with the goal of providing a positive web user experience.
4. In collaboration with the Assistant Vice President for Marketing and Public Relations, develops and implements online strategies to promote interaction and engagement through the use of multi media on the College's website.
5. Manages federal and accreditation disclosure requirements on the College's website, to include identifying the requirements and collaborating with administrative, technical, institutional research, legal, web and marketing personnel to develop and implement strategies for compliance.

PRINCIPAL ACCOUNTABILITIES, cont'd:

6. Continuously evaluates website functionality and remains current in the areas of design, innovation, content, technology, interactivity, copywriting, and ease of use and ensures that the development, enhancement, and direction of web functionality aligns with the College's broader goals and objectives. Analyzes web traffic and provides monthly summary reports.
7. Provide leadership and project management for the maintenance and continual enhancement of the College's portal.
8. Enforces adherence to the College's brand for internet and portal, as set forth by the College's branding standards manual.
9. Analyzes complex requests, needs and requirements to develop or recommend solutions that are appropriate for the College and produces high-quality work in a timely manner. Assists the Vice President for Institutional Effectiveness and College Relations, Chief Technology Officer, Assistant Vice President for Marketing and Public Relations, administrative departments, and academic departments in determining feasibility of requests.
10. Develops web standards, policies, procedures and/or guidelines; e.g. policies related to web access, publishing web-related information, keeping content current, maintaining a consistent structure and design, etc.
11. Provides web-related budget recommendations to the Vice President for Institutional Effectiveness and College Relations for budget planning cycles.
12. Conducts research into current and emerging Web technologies and issues/strategies in support of on-line initiatives; identifies influencing industry developments and trends.
13. Performs other related duties as required.

KNOWLEDGE, SKILLS, AND ABILITIES:

- ◇ Knowledge of marketing and graphic design as it relates to print and the web environment, including navigation and usability, branding, and writing for the web.
- ◇ Knowledge of cross browser and cross-platform coding in HTML/XHTML/XML and CSS.
- ◇ Knowledge of the concepts to connect web applications to ERP database systems (e.g Banner/Oracle).
- ◇ Knowledge of security for web applications.
- ◇ Knowledge of 508 compliant web design standards.
- ◇ Knowledge of web, content and image editing tools such as Dreamweaver, Photoshop, and other editing tools.
- ◇ Knowledge of the Drupal content management system.
- ◇ Knowledge of multimedia editing software.
- ◇ Knowledge of creating and implementing e-marketing solutions.
- ◇ Knowledge of the concepts of client side scripting like JavaScript ASP and PHP.
- ◇ Knowledge of graphic file format and design principles.
- ◇ Demonstrated ability to establish and maintain effective working relationships.
- ◇ Demonstrated ability to lead teams to desired results.
- ◇ Demonstrated ability to communicate effectively orally and in writing.

KNOWLEDGE, SKILLS, AND ABILITIES, cont'd:

- ◇ Demonstrated ability to be creative (demonstrated by portfolio if selected for interview).
- ◇ 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 to include work experience in project management.