POSITION DESCRIPTION

TITLE: Director of Web Services - (Exempt)

Collective Bargaining – Ineligible – Managerial
Definition - The Board approved definition of a managerial employee is an employee who is engaged predominantly in executive and management functions of the College or who is designated with the responsibility of directing the implementation of management policies and practices and who customarily and regularly exercises discretion and independent judgment in directing the implementation of management policies and practices.

This is a management position. The incumbent is accountable for supporting the mission, goals, and objectives of the College and is expected to administer the policies and procedures defined in the Employee Handbook as approved by the President and the Board of Trustees.

JOB SUMMARY:

The Director of Web Services, reporting to the Assistant Vice President for Integrated Marketing and Strategic Communications in the unit of Institutional Advancement, will oversee the College’s public website and digital media to support the College’s strategic goals and ensure they are premier marketing and branding tools.

ESSENTIAL DUTIES AND RESPONSIBILITIES:
(Note: These examples are intended only as illustrations of the various types of work performed in positions allocated to this class. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Responsible for following and applying the policies and procedures as defined in the Memorandum of Understanding (MOU) and/or the employee handbook.
- Works in tandem with the Assistant Vice President of Integrated Marketing and Strategic Communications to establish standards, processes, strategic priorities, end-user training and best practices for the web as a premier communications tool.
- Plans, designs, researches, tests, executes and measures web and digital projects.
- Responsible for strategic oversight and management of official websites, landing/splash pages and mobile applications. Ensures alignment with brand strategy and institutional priorities and assists other College units to do the same.
- Maintains assigned websites, providing resolution of issues in a timely manner.
- Assists the Assistant Vice President in planning and executing the web, SEO/SEM, digital media and display ad campaigns.
- Works with the Assistant Vice President to provide cross-functional collaboration to reach goals.
- Provides guidance, training and troubleshooting as needed.
• Oversees the design and execution of major updates to the College’s official web pages.

• Manages and oversees the daily operations of the Web Services team, including WordPress multisite network updates, content management training and systems, navigability of critical sites, web traffic analysis, system documentation, troubleshooting and web site development.

• Oversees the administration of the WordPress Multisite Network: database administration, server configuration, application updates, security, backups, staging and development environments.

• Responsible for change management and source code revision control using Git.

• Responsible for code compliance with ADA/Section 508 standards.

• Executes web development and design projects in HTML/CSS/JavaScript/JQuery/PHP within WordPress.

• Implements and executes proper header and footers with 3rd party web applications, ensuring implementation of brand standards.

• Performs a variety of ongoing complex web content management system duties, including addressing site architecture and navigation issues, creating and maintaining custom WordPress themes, widgets and plugins.

• Troubleshoots CMS related issues and assists with special projects.

• Assigns and monitors progress of requests for the units.

• Evaluates emerging technologies providing leadership for adoption where appropriate.

• Periodically provides performance and metrics reports.

MINIMUM QUALIFICATIONS:

• Education: Bachelor’s degree in computer science, digital media, information technology or the equivalent through a combination of education and work experience.

• Experience: Five or more years of progressive job experience with web development is required.

• Strong analytical and data-driven thinking.

• Experience using WordPress Multisite networks working with HTML, CSS, JavaScript, JQuery, XML, XSLT and PHP.

• Experience with database concepts and tools, SQL and web-connected databases.

• Excellent presentation, communication and interpersonal skills.
• Proven experience in project management, problem solving, customer service, and managing people to meet deadlines.

• Basic understanding of front-end technologies and platform such as JavaScript, HTML5 and CSS3.

• Understanding of server-side CSS preprocessors (SASS).

• Understanding of accessibility and security compliance.

• Understanding differences between multiple delivery platforms such as mobile v desktop and means of optimizing output to match specific platforms.

• Understanding of management of a hosting environment, including database administration and scaling an application to support load changes.

• Experience with data migration, transformation and scripting as well as set up and administration backups.

• Proficient knowledge of a back-end programming language, mainly PHP and JavaScript.

• Proficient understanding of code versioning tools such as Git.

• WordPress experience and Linux server administration familiarity preferred.

• Any combination of acceptable education and experience, which has provided the necessary knowledge and skills to fulfill the requirements of this position, may be considered.