ALUMNI ASSOCIATION
UND FOUNDATION

Position Description 1/1/19

POSITION TITLE: **Website Coordinator (Non-Exempt)**
DEPARTMENT: Operations
REPORTS TO: Director of Operations
SUPERVISES: No supervisory responsibility

POSITION SUMMARY

The Website Coordinator is responsible for publishing content, distributing communications to a variety of constituencies, designing layouts for giving pages and event registration while streamlining navigation and maintaining continuity of themes. This position will also partner with MarComm to maintain the functionality of the digital signage system to enhance the on-campus experience for visiting alumni, friends, and prospective students.

ESSENTIAL FUNCTIONS

WEBSITE – 80%

1. Collaborates with department personnel to build, maintain, plan and design different aspects of all sites.
2. Works with MarComm team to incorporate brand elements into website.
3. Designs engaging and responsive landing pages.
4. Works with customers to create and send communications via eblasts while providing input during the build stage.
5. Conducts research of website's traffic and generates analytical reports depicting this information.
6. Ensuring website function and stability across devices i.e. desktop, mobile, tablet.

DIGITAL SIGNAGE – 20%

1. Oversees the uninterrupted operation of the digital signage network and screens.
2. Continually monitors the content broadcasted to ensure it meets the expected functionality.

EDUCATION AND EXPERIENCE REQUIREMENTS

Education: Four-year degree in web development, new media or related field

Experience: Minimum of two years' experience in website design within a CMS.
Demonstrated knowledge of basic HTML, photo editing and video editing.

PHYSICAL REQUIREMENTS
Ability to work for extended periods at computer workstations, including keyboard and visual display terminal.
Finger, hand, and wrist dexterity.
Ability to see, read, and comprehend written materials.

COMPETENCIES

- Knowledge of HTML, CSS, JavaScript, and Adobe Suite (Photoshop, Illustrator, InDesign)
- Strong problem solving and technical troubleshooting skills
- Excellent communication skills
- Attention to detail
- Ability to multitask with strong time management and organizational skills
- Ability and willingness to work in a fast-passed collaborative team environment

December 2018