

## **EL CAMINO COMMUNITY COLLEGE DISTRICT**

### **CLASS TITLE: WEB MASTER**

#### **BASIC FUNCTION:**

Under the direction of an assigned supervisor or director, responsible for the day-to-day maintenance, and operation and improvement of the official El Camino College's websites; and social media channels.

Assures that all Web pages comply with appropriate policies, guidelines and standards. evaluates, implements and promotes services, software and channels that meet the college's promotional, communication and messaging needs for the Web.

Manages the content and organization of new and existing Web pages as directed; coordinates Web functions, monitors Web and social media activities, incorporates new technologies into the websites and enhances existing websites.

Performs complex Web duties including the creation of, digital archives, online newsletters and social media content.

#### **REPRESENTATIVE DUTIES:**

Establish standard processes including workflow, approvals, and publishing; automates common administrative tasks and provides tools and processes regarding user provisioning, access control and workflow.

Assure that the websites are professional, accurate, appropriate, and positively reflects the mission statement of the College.

Create new and update existing Web pages as necessary.

Provide excellent customer service to all levels of users and encourage timeliness and accuracy of Web page information and resolution of problems.

Ensure compliance with applicable legal requirements and the District's policies on website usage; as well as Communications Guide and Publications Standards Manual.

Respond to all incoming inquiries regarding the website(s), social media channels by implementing automated tools; replying directly or forwarding to other departments or individuals as appropriate.

Create, maintain and distribute online publications such as newsletters, guides and email blasts.

Make day-to-day updates as needed for public websites as well as projects which support advertising campaigns, new technologies and social media channels.

Assist with preparing digital content including graphics for the website, e-marketing and social medial.

Understanding of the approaches required to drive traffic to websites (pay per clicks, HTML and email marketing, link generation, online marketing, search engine optimization, offline marketing, etc.).

Participate in the integration of graphical and multimedia components into the website, including audio and video.

Social media development, posting and monitoring.

Assist with the implementation of social media strategies that will increase brand visibility and traffic across all social platforms; including community engagement and management.

Utilize metrics and generate reports regarding usage, engagement, downloads and other information deemed vital by department for Web-based initiatives for conversion rate optimization.

Assist staff in the construction of Web pages and the proper uploading of files and links to Web pages.

Be proactive for effective planning and coordination of Web-related assignments.

Perform other related duties and support special projects as assigned.

**KNOWLEDGE AND ABILITIES:****KNOWLEDGE OF:**

**Web Content Management** - Knowledge of content management systems such as OmniUpdate, WordPress, etc.; dynamic interactive languages such as HTML, CSS, JavaScript, PHP and CGI; other Web-related development technologies and software such as Flash and DreamWeaver; as well as other browser capability and compatibility, and responsive design.

**Customer and Personal Service** - Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services and evaluation of customer satisfaction.

**English Language** - Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition and grammar for oral written and online communication.

**Current Technical Advancements** - Knowledge of current trends in all areas of responsibility and recommends improvements in Web systems and services.

**Digital Software** - Knowledge of related digital and graphic design software applications. Knowledge of office applications, including Microsoft Office.

**Computer and Multimedia Technology** - Knowledge of Web-specific technology, such as live stream, social media, Web content and digital media, Web standards and compliance requirements, as well as Google products such as Webmaster Tools & Analytics.

**ABILITY TO:**

Interpret, explain and enforce department policies and procedures.

Present technical concepts to users at varied experience levels.

Perform a range of related duties in support of assigned functions including compiling information for projects, proofreading and editing own work product.

Exercise a high-degree of initiative, judgment and self-management, discretion and decision-making to integrate organizational priorities, meet deadlines and achieve objectives.

Demonstrate strong computer, analytical, organizational and written/oral communications skills.

Ability to learn and adapt to new systems.

Use specialized software applications to capture, manipulate and process digital media.

Demonstrate understanding of ongoing and projected Web activity to advise and assist department in planning growth and future milestones.

Produce reports to analyze the performance of online campaigns and promotions (via reports, analytics, surveys etc.).

Complete assignments with many interruptions; work effectively and independently with little direction.

Prepare and communicate the status of reports and projects.

Perform work during night and weekend hours as required.

Ability to lift up to 25 pounds.

**EDUCATION AND EXPERIENCE:**

Bachelor's degree in information systems, graphic design, networking or related field AND a minimum of three years' experience with large website design, development and maintenance.

**WORKING CONDITIONS:**

Extensive computer work.

Move from one work area to another as needed.

Travel between buildings on campus, to centers, and off-campus locations.

Exposure to various weather conditions.

Typical office setting.

Hand and finger dexterity to operate various office equipment.

Prolonged periods of standing, bending, leaning, or sitting.

Lift and carry up to 25 lbs.

Occasional bending and lifting of various materials and equipment.

Monday through Friday 40-hour work week.

Days and hours may vary - including weekends and evenings.

Available via mobile device for emergency situations