



TEXAS WOMAN'S
UNIVERSITY™

DATE ISSUED: 11/16
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Director, University Web Communications

JOB SUMMARY

The Director of Web Communications manages the TWU Web Team: two Web Managers in Marketing and Communications and a web programmer (senior applications developer) in IT. This position is responsible for Content Management System (CMS) training across the university; direction and governance of the University's website content in accordance with strategic objectives related to institutional reputation and brand positioning, constituency communications, student recruiting and other largely externally focused university communications. This position is responsible for the design, creation and maintenance of the appearance and functionality of the university's public website (www.twu.edu), which is the centerpiece for all of the university's marketing and communications messages to both the university community and the general public. In addition this position manages interaction with external vendors whose products and services are used for the maintenance and enhancement of the website. Work is performed under general supervision and performance is based on the effective operation of the administrative function. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Associate Vice President for Marketing and Communication

Supervises: Manager, Web Communications, Senior Applications Developer, Design Specialist

ESSENTIAL DUTIES - *May include, but not limited to the following:*

- Supervises Web Team of two Managers of Web Communications.
- Provides directions for Senior Applications Developer in Office of Technology.
- Manages services and products provided by external vendors required to manage, maintain and enhance the university website.
- Develops information architecture of university website.

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- Conceptualizes, designs and maintains the Texas Woman's University home pages for the Denton, Dallas, and Houston campuses.
- Conceptualizes, designs and maintains other key university web pages for the Denton, Dallas, and Houston Campuses, including those that support the chancellor's and other administrative initiatives, recruitment and retention activities, the university events calendar, board of regents web pages and general information pages.
- Manages data collections for university site analytics (Google Analytics) and analyzes data on the website usage and traffic patterns.
- Monitors the site to ensure compliance with all state and federal regulations, local policies and copyright issues.
- Oversees standards for search engine optimization (SEO).
- Maintains standards for ADA (Section 508) compliance.
- Provides guidance to university departments on best practices for their websites and social media.
- Works on call 24/7 to publish emergency messages on university websites or social media.
- Reviews user email about the website, and either responds to or refers email as indicated, ensuring that referred emails receive timely responses.
- Performs updates and maintenance on University Advancement's online donation system.
- Manages university's Social Media Resource Group.
- Responsible for establishing job standards for subordinate staff and effectively evaluating staff under charge. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ADDITIONAL DUTIES

- Performs other duties as requested.

EDUCATION

Bachelor's degree in communications, marketing, advertising or related field required. Master's preferred.

EXPERIENCE

Ten years experience and demonstrated proficiency in a position requiring comparable skills and work performance.

REQUIREMENT

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

- Knowledge of HTML, CSS, JavaScript.
- Knowledge of graphic/web design principles.
- Ability to write and edit website copy with an emphasis on marketing communication.
- Ability to create graphics and edit photos for use on websites.
- Working knowledge of Photoshop, Illustrator, Fireworks or other comparable graphics applications.
- Knowledge of basic search engine optimization (SEO) techniques.
- Knowledge of basic website accessibility (Section 508/ADA compliance).
- Familiarity with web development environments (ASP, ASP.net), web server management, and database-driven systems.
- Familiarity with web content management systems.
- Ability to multi-task and meet deadlines.
- Ability to communicate and work with diverse individuals.
- Ability to work either in a team environment or independently.
- Ability to take direction.
- Ability to prioritize and organize work effectively.
- Ability to establish and maintain effective work relationships with students, faculty, staff, and the public.
- Ability to communicate effectively orally, by phone, email, text, in person, and in writing.
- Ability to represent the department and University in a friendly, courteous, and professional manner.
- Ability to use a personal computer and other office equipment, including university related software and email.

PHYSICAL DEMANDS

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee may be required to travel.

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WORK ENVIRONMENT

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.

SAFETY

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management. Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature: _____ **Date:** _____

Printed Employee Name: _____

Texas Woman’s University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman’s University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex, sexual orientation, ethnic origin, age, veteran’s status, or against qualified disabled persons.

All positions at Texas Woman’s University are deemed security sensitive requiring background checks.