



TEXAS WOMAN'S
UNIVERSITY™

DATE ISSUED: 03/16
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Manager, Web Communications

JOB SUMMARY

Works with other members of Marketing and Communication to plan and execute multiple website development and marketing projects to drive and maintain The University's brand strategy in the digital communications channels. Ensures the University's digital web presence and graphics (photos, videos, etc.) are accessible, operational and usable for all constituents. Designs and develops university web templates, administers web content management systems, maintains the web site and other public-facing digital properties. Develops policies and procedures, makes financial decisions regarding software and services. Responsible for the viability of the University's website, which has 20k pages of content that must be ADA compliant, searchable, and available at all times. Provides emergency communications to students, faculty, and staff across three campuses. Work is performed with 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: Director, University Web Communications

Supervises: Oversees the work of contract staff, content editors and student assistants

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

- Ensures content and formatting is up-to-date for brand positioning.
- Develops university policies and guidelines for creation and management of web content in keeping with the University's brand strategy.
- Manages the daily functionality of university's largest publication and marketing tool.
- Manages the updating of information, and creation/placement of new content (written and graphic) across academic and administrative departments on all three campuses. Requires considerable interaction, negotiation, etc. with university employees at all levels.

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- Implements, maintains, develops training for, and supports TWU's web content management systems. Oversees the work of contract staff, content editors and student employees. Provides consultation on use of social media properties.
- Manages technical platform, ADA compliance, and software upgrades. Interacts and collaborates with The University's Office of Technology to address technical requirements including programming, processes, applications, server administration and security.
- Evaluates website and reports metrics to determine impact/results of communications, ensuring site usefulness and customer satisfaction. Evaluates website code for validity, structure, and standards compliance across web browsers.
- Provides web interface design and user-experience design to ensure usability and accessibility.
- Works with outside consultants on implementation of web content strategy, governance, and human resource allocation.
- Works with the Web Team and department to maximize budget investment in web.
- Makes cost effective decisions regarding software, hardware and vendor contracts.
- Researches, evaluates, and makes recommendations on enterprise application software solutions purchases.
- Ensures the University website adheres to competitive/best practices.
- Integrates CSS front-end frameworks to provide responsive web design which enhances user experience across various mobile devices.

ADDITIONAL DUTIES

- On call 24/7 for emergency web updates.
- Supports web editors with graphics and image editing.
- Performs other duties as requested.

EDUCATION

Bachelor's degree required in Marketing, Web Design, Information Technology or related degree. Master's preferred.

EXPERIENCE

Five 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:

- Demonstrated ability in website content and design development and management, with an emphasis on marketing.
- Excellent web writing and editing skills.
- Working knowledge of multiple web design technologies such as HTML editor (Dreamweaver, Sublime text, Visual Studio), CSS, DHTML, JavaScript, Photoshop, Illustrator and Fireworks.
- Familiarity with content management systems.
- Working knowledge of front-end frameworks.
- Familiarity with established database-driven website construction and development tools such as ASP and ASP.NET.
- 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, 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. The employee must have the ability to occasionally lift and/or move up to 50 pounds.

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.

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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:** _____

Employee Printed 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.