



## JOB DESCRIPTION

<b>JOB TITLE:</b> Digital Communications & Web Services Manager	<b>FLSA:</b> Exempt
<b>Department:</b> Marketing & Communications	<b>Date:</b> 12/1/2022
<b>Dept Code:</b> <b>Acct Code:</b>	<b>Grade:</b> C-43
<b>Reports To:</b> Director of Marketing & Communications	

### Job Summary

Under the direction of the Director of Public Affairs, the Digital Communications and Web Services Manager is responsible for planning, coordinating, managing, and providing excellent customer service on Galveston College’s website, social media, and blogs and participates in the overall marketing of Galveston College.

### Essential Functions

- Develop and test the public facing website ensuring the source code, CMS plug-ins & applications meet proper HTML semantics;
- Develop and maintain a consistent website hierarchy infrastructure and site mapping;
- Develop, design and implement content for web pages;
- Utilize HTML, CSS, JavaScript, XML and XSLT languages within the CMS to develop, test, debug, and publish web pages and associated applications (employee directory, search feature, calendar, etc.);
- Ensure the website meets basic SEO recommendations and adheres to accessibility standards;
- Serve as project coordinator for producing online forms (e.g., Dynamic Forms).
- Collaborate with faculty, staff, administrators, and students college-wide in technical website and social media administration training and development;
- Maintains and updates the college website and social media platforms on an ongoing basis;
- Coordinates and executes social media strategy for Galveston College’s social media platforms, including handling customer service and monitoring and engaging in social conversations/events around the Galveston College brand;
- Coordinates and executes content strategy for Galveston College blogs, including developing and writing creative posts;
- Collaborates with the Office of Public Affairs, Office of Development, Office of Admissions, athletic offices, and other departmental and campus offices to provide written content and promotion of various college events, activities, and recruitment of students;
- Performs a variety of functions to coordinate, initiate, develop, and manage the development and production of marketing and advertising materials to promote and support the college;
- Recruits and manages staff and students for various social media projects and promotions;
- Manage pre-production, production, and post-production for a variety of multimedia projects, including live video streaming, virtual tours, edits, for social media, website, presentations and events;

- Create content and interactive graphics
- Maintains confidentiality of information exposed to in the course of business regarding students, supervisors, or other employees;
- Contributes to a safe educational and working environment by participating in all drills and training and being prepared to take action should a health or safety emergency occur;
- Requires the kind of teamwork, supervision, and personal interaction, that cannot be had in a home office situation; therefore, regular and predictable on-site attendance is a job requirement;
- Performs all other duties as assigned.

### **Minimum Education, Skills and Ability**

- Bachelor’s degree in marketing, advertising, communications, or a closely related field;
- Ability to utilize computer technology to access data, maintain records, and generate reports;
- Strong knowledge of and experience in WordPress and/or other content management systems;
- Strong understanding of social media platforms, trends, and best practices;
- Excellent writing, editing, and proofreading skills;
- Demonstrated strong oral and written communication skills;
- Strong interpersonal skills;
- Strong knowledge of and experience in providing effective customer service;
- Ability to work effectively within an ethnic, cultural, and socially diverse student population;
- Ability to work collegially and collaboratively; and
- Ability to think “outside the box” to lead and manage.

### **Preferred Education, Skills, and Abilities**

- Three years of experience in marketing, including at least one year of experience in digital technology/social media;
- Experience in a higher education setting, particularly a community college setting; and,
- Knowledge and skills in the area of computer technology, including but not limited to, integrated software systems, particularly Ellucian’s Colleague, Microsoft Office, reporting tools, such as Business Objects, and other appropriate social media and web software tools.

### **Work Environment**

- Work primarily, but not exclusively, in a climate controlled environment with minimal safety/health hazard potential or work hazards.
- The position requires average agility and good physical condition.
- Ability to lift and carry moderately heavy materials weighing up to approximately 25 to 30 pounds.
- Work may require sitting, near vision use for reading and computer use, lifting, stooping, bending, stretching, walking, standing, pushing, pulling, reaching, and other physical exertion.

### **Special Requirements**

- Ability to meet a flexible work schedule, including some evenings and/or weekends;
- Ability to work under stress;
- Ability to travel to recruit and/or participate in meetings, conferences, and other related activities; and,
- Subject to a criminal background check prior to employment.

NOTE: The above statements are intended to describe the general nature and level of work being performed by the person assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, skills and physical demands required of personnel so classified.

APPLICANT: Are you capable of performing in a reasonable manner the activities involved in the job or application for which you have applied? \_\_\_\_\_

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Signature

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Date