

SOUTHWESTERN COMMUNITY COLLEGE DISTRICT

CLASS TITLE: WEB & MULTIMEDIA SPECIALIST

SUMMARY DESCRIPTION

Under direction of the assigned administrator or designee, participate in and contribute to the ongoing development, oversight, and maintenance of SWC's internet presence; using creativity and initiative, suggest, execute, measure and report social media strategies that increase visibility and awareness of District activities to internal and external customers; continuously research new and alternative ways to use and leverage social media strategies; and develop relationships with the broad community of social media users.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Working collaboratively with a variety of internal and external customers to develop and execute strategies to enhance the District's internet presence and convey an image that is community oriented, inviting, and progressive.
2. Maintain current website; perform regular reviews of the website to ensure content accuracy, timeliness and relevance; test website accessibility and functionality from a variety of environments; create enhancements and make modifications to the website.
3. Ensure website content meets the needs of internal and external clients; create and edit content that is accurate, engaging, and creates a magnetic image that attracts readers; create Web page templates for faculty and staff; develop multimedia projects for the website, including Flash and Director movies.
4. In partnership with management, create and implement a comprehensive social networking strategy to increase visibility and awareness of District programs and activities; strategize with and educate management and other users on incorporating relevant social media techniques into District culture and services.
5. Develop and manage social media sites; update pages on a regular basis or as directed by management; continuously monitor trends in social media tools; experiment with new and alternative ways to leverage social media activities; make recommendations to enhance the overall social networking experience and the college's internet presences.
6. Monitor traffic on website and other social networking sites; measure and provide statistics for management reporting; continuously evaluate methods to increase traffic.
7. Engage in and foster conversations on the website and across social networks; respond promptly to blog comments and email; link the college into local listserves and usergroups, and maintain good relations with those groups and keep them informed of college news and activities; manage the SWC student blogger program.
8. Maintain up-to-date, complete, and reliable documentation including written documentation on job procedures and practices; troubleshoot and resolve technical problems, and document corrective action.

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9. Maintain current knowledge of changing trends, technologies, and best practices in the field of social networking; continuously research new trends, ideas and topics and formulate plans for future enhancements to social networking strategies.
10. Perform related duties and responsibilities as required.

KNOWLEDGE AND ABILITIES

Knowledge of:

Internet operations and functionality.
Applicable Web programming languages, such as XHTML and JavaScript.
Contemporary web tools, such as CSS, Flash and search engine optimizers (SEO), RSS technology, and current content management systems.
Current Web design software applications such as Adobe Photoshop and Dreamweaver.
Web usability standards and best practices.
Advanced methods and techniques used for online communication and social networking.
Advanced online research techniques.
Current editing, authoring tools, and related blog technologies.
Techniques of integrated marketing.

Ability to:

Apply knowledge of back and front end programming languages as appropriate.
Develop and manage social media sites.
Create website documents that are visually appealing and communicate the District's brand.
Create, compose, and edit written materials.
Apply excellent English writing skills in a conversational, persuasive, and engaging style that attracts readers.
Convey messages that are direct, to the point, fun, confident, energetic and specific to the District's goals.
Create and deliver effective technical presentations to non-technical audiences using developed public speaking skills.
Assist users in understanding and applying techniques of online communication.
Exchange ideas, information, and opinions with individuals and groups in a variety of forums.
Develop collaborative partnerships on-line and off-line.
Effectively manage multiple projects and prioritize to meet established timelines.
Work with and exhibit sensitivity to and understanding of the diverse racial, ethnic, disabled, sexual orientation, and cultural populations of community college students.
Communicate clearly and concisely, both orally and in writing.
Establish and maintain effective working relationships with those contacted in the course of work.

EDUCATION AND EXPERIENCE

Any combination equivalent to: at least two (2) years of college level course work in journalism, communications, marketing, or a related field AND three (3) years of related experience that includes web programming, content management, and provides a proven track record of using and managing social media to achieve business goals. Must have extensive experience conducting online research and have published blogs with confirmed reader visit statistics.

A Bachelor's degree or equivalent is highly desirable.

OTHER QUALIFICATIONS

Strong interpersonal and communication skills; a passion for social networking; the ability to bring creative and innovative thinking to the job and inspire others to think creatively.

LICENSE OR CERTIFICATE

Valid California driver's license and a safe driving record.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a standard office setting with frequent interruptions and distractions; frequently work with tight deadlines; extended periods of time viewing computer monitor and communicating in an online environment; possible exposure to dissatisfied individuals.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction.

Hearing: Hear in the normal audio range with or without correction.