

Class Code:0967
Position #:PSA (E).....
Developed by:.....LA
Reviewed by:.....LK
Approved by:.....LK
Date:8/15

University of Rhode Island
Position Description

TITLE: Manager of Web Communications
DIVISION: President
REPORTS TO: Director, Marketing and Communications
GRADE: 13
SUPERVISES: Professional staff, support staff, students.

BASIC FUNCTION:

Responsible for managing the strategic development, content generation, and implementation of web sites, and other digital communication, to advance the University's mission. Work closely with University Computing Systems (UCS) to support and expand appropriate internal and external online communication for all academic and administrative departments and units.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Provide leadership, development, ongoing support, and maintenance for web publishing at the University of Rhode Island.

Collaborate with leadership in academic and administrative departments to develop strategic, effective, industry-leading web sites and online communications.

Collaborate with UCS and vendors to identify, select, deliver, design, customize, and support appropriate web services and technologies.

Work in coordination with UCS to develop, implement and disseminate University web branding guidelines, visual standards and policies.

Provide ongoing support and guidance to the University-wide Web Policy Council.

Provide expert guidance on web content strategy, web information architecture, and web user experience.

Provide authoritative technical and creative consultation and support to University departments and units in the areas of web publishing and related online technologies.

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Recommend and implement strategic and technological direction for public-facing online initiatives at the University, including web publishing, social media, and other digital communication

Maintain a high level of understanding of current industry best practices within the realm of web publishing, web communications, and social media in higher education.

Conduct user testing and evaluation of web sites, pages, and technologies; analyze results and make recommendations.

Review the current web publishing model at the University of Rhode Island, and develop a strategic plan for the future.

OTHER DUTIES AND RESPONSIBILITIES:

Support University departments in the development, migration, and maintenance of legacy web sites into a University-wide content management system.

Work with all units at the University in the creation of electronic online productions for promotion, recruitment, retention, alumni outreach, fundraising, and general image-building purposes.

Collaborate with UCS to conduct workshops, develop documentation, and provide end-user consultation in support of the University's web and online communication goals.

Conduct basic server-level administration tasks as necessary to support web publishing.

Collect and analyze complex data sets, including web analytics.

Provide off-hours on-call support for weather-related communications and online crisis communications.

Perform other duties as required.

LICENSES, TOOLS AND EQUIPMENT:

Macintosh hardware and word processing software, content management, web publishing, web analytics, and spreadsheet software; digital printers, copy and fax machines.

ENVIRONMENTAL CONDITIONS:

The incumbent is not substantially exposed to adverse environmental conditions.

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QUALIFICATIONS:

Required: Bachelor's degree. At least five years of progressively responsible experience in the development and support of web sites, preferably in a higher education environment. Must provide a current portfolio of relevant work. Demonstrated experience in developing and advocating for web policies and best practices. Demonstrated experience with modern HTML and CSS standards. Demonstrated experience with web content management systems (including WordPress) and graphic design tools (such as Photoshop). Demonstrated experience developing and providing user documentation, training, and support; excellent analytical, organizational and communication skills; demonstrated ability to work effectively and collegially with colleagues; demonstrated ability to work independently on multiple assignments and to work collaboratively within a team. Demonstrated ability to make technical information understandable by and accessible to non-technical audiences. Experience supervising professional and support staff.

Preferred: Demonstrated experience with scripting and database languages (MySQL, PHP, JavaScript).