

COMPTON COMMUNITY COLLEGE DISTRICT



WEBMASTER/SOCIAL MEDIA COORDINATOR

RANGE 29
FLSA: NON-EXEMPT

DEFINITION

Under the direction of the Director of Community Relations, the Webmaster and Social Media Coordinator ensures all aspects of the College's web presence are secure, functional, visually appealing, user-friendly, engaging, and consistently updated. This position handles a range of responsibilities that includes web design and development, routine site and content maintenance, and social media content planning, development, and engagement analysis.

SUPERVISION RECEIVED AND EXERCISED

Receives direct or general supervision from the assigned Administrator.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Serves as the primary contact for all aspects of the College's website.
- Manages all College social media accounts and implements strategies that will increase brand visibility and traffic across all social media platforms, including community engagement.
- Ensures that College's website is accessible to students with disabilities according to ADA law and sections 504/508 of the Rehabilitation Act, Section 255 Guidelines, and other access to electronic information technology regulations.
- Maintains and updates the College's current website including content, graphics, photos, and videos.
- Maintains and develops schedules for content placement to increase social media presence.
- Assist staff in the construction of webpages, by providing basic webpage editing training and the proper methods for uploading files and links to the College's website.
- Troubleshoots problems with the website and applications that run in conjunction with webpages.
- Implements coding best practices related to site performance; identifies opportunities to improve search engine optimization (SEO), and user experience.
- Assists with the development and creation of social media content, editorial, and engagement strategy to maximize audience interest.
- Collects, tracks, analyzes, and reports on web analytics; time on site, web traffic, content effectiveness, and other relevant metrics.
- Responsible for maintaining mobile responsiveness and visual accessibility for all web content.
- Reviews, monitors, and updates the navigation architecture to improve usability.
- Maintains current knowledge of best practices and emerging developments in web design, web development, and technology, and recommends possible improvements to the College's web and social media presence.
- Works collaboratively with the Director of Community Relations to maintain consistent written and visual messaging and design standards.
- Maintains currency of knowledge and skills related to the duties and responsibilities.
- Serves on College committees as assigned.
- Performs other duties as assigned by the Director of Community Relations.

KNOWLEDGE AND ABILITIES

- Web production, project management, visual design, image editing, optimizing graphics for the web and information architecture, marketing, user interface design, and user experience among other practices commonly utilized.
- Graphic design experience using tools such as the Adobe Creative Suite.
- Proficient in HTML, JavaScript, and other web technologies and standards.
- Organizational skills in file management with a large variety of file types.
- Basic principles, methods, and techniques in website architecture and design.
- Federal, state, and local laws, codes and regulations pertaining to the use of Internet technologies.
- Communicate effectively with both technical and non-technical staff.
- Attention to detail and strong organizational and communication skills.
- Ability to work well with others as well as work independently.
- Related marketing experience.

EDUCATION AND EXPERIENCE

Any combination of training and experience which would provide the required knowledge, skills, and abilities are qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university specialized in Computer Science, Marketing, or related field; coursework in digital media/graphic design, web design, and/or computer programming highly preferred; and three to five years of work-related experience is preferred.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

WORKING CONDITIONS

May be required to be on-call and to work various shifts or emergencies on evenings, weekends, and holidays.