Saint Michael's College
Job Description

Job Title: Director of Web Site Development

Department: Office of Admission

Supervisor or Manager: Director of Marketing

Date Created: 06/08/06 Last Revised: 06/08/06 FLSA Status: E

It is the mission of Saint Michael’s College to contribute through higher education to the enhancement of the human person and to the advancement of human culture in the light of the Catholic faith.

Major Objectives:
• The planning, development, implementation and maintenance aspects are coordinated and integrated for various public web site, portal and Internet marketing resources in a diverse, multi-need college environment
• The marketing and communication goals of the institution are directly and indirectly supported
• Overall standards, policies and procedures are developed for web page formatting, structure, and content
• Training and direction is provided for web site authors and development projects

Essential Duties and Responsibilities:
• Coordinates, creates, integrates and manages information contributed to the web site; approves web site content for publishing; may guide and assist contributors with editorial and publishing-related issues, as appropriate
• Assists with short- and long-term strategic planning of integrated Internet resources for the College; participates in the establishment of internet policies, directions and standards; supports integrated plans for the organization's Internet presence
• Obtains and maintains a high level of service, functionality and usability for College web sites
• Establishes and maintains web site directory structures, configuration files, and content files; initiates and oversees the troubleshooting of web site systems and applications
• Prepares digital and/or analog photographic material to standards suitable for Internet display, ensuring that images are delivered to the viewer at sufficiently high speed and quality; maintains digital photography equipment and supplies
• Ensures that web sites are accessible from a variety of different environments, that they meet current standards and are compatible on current browsers
• Registers and maintains electronic registrations and services, including domain name registrations for the institution
• Oversees web development budget and planning for expenses, services and equipment upgrades; assists in the annual budget planning process

Secondary Responsibilities:
• Assesses new standards, technologies/trends and formulates strategies/plans for future enhancement of web sites; performs ongoing evaluation of software/hardware to ensure the continued effectiveness and efficiency of the web site
• Instructs, assigns work and functionally supervises staff and/or student employees engaged in similar work activities
• Identifies training needs, prepares and delivers technical training to contributors and others on the use of authoring tools, conversion tools, and other web site methods and techniques, as appropriate
• Evaluates, recommends and administers Internet search systems; promotes web site to popular search engines for enhanced search results placement
• Prepares multimedia files for delivery on College web pages, including audio and video files
• Takes digital photographs, including panoramic images to support online virtual tour

Positions Supervised:
• Work-study students (1+)

Major Contacts:
• Director of Marketing
• Marketing Assistant

Page 1 of 3
Saint Michael’s College
Job Description
Job Title: Director of Web Site Development

- Information Technology staff
- SMC staff and faculty
- Members of the Marketing Council, Web Council and Technology Steering Committee
- Prospective/current vendors and peers at other institutions

**Demonstrates Excellence:**
- Prioritizes and manages a wide variety of projects and duties, ranging from campus wide strategic initiatives and web development initiatives to systems troubleshooting
- Interacts well and communicates clearly with other College employees to support effective campus communications
- Effectively understands and conveys, through the web site, College marketing goals and positions to support overall institutional communications goals
- Establishes a trusting, cooperative environment with internal and external contacts and accepts immense responsibility of root level password access to major campus information systems

**Education and Work Experience:**
- Bachelor’s degree plus 3 to 5 years experience directly related to the duties and responsibilities specified
- Project management experience and ability to manage various concurrent projects
- Proficiency with HTML, CSS, Java and flash; knowledge of web development tools, content management systems and graphics preparation software
- Understanding of web-based communications strategies and issues surrounding the online marketing of higher education
- Proficiency in Internet-based research and solutions sourcing

**Analytic Skills:**
- The ability to assess the results of various analytical techniques in order to identify cause-and-effect relationships and then develop plans to change a situation.

**Language and Literacy Skills:**
- Reads and interprets a wide range of information. May interpret documents to others. Regularly writes reports and correspondence. Able to shift writing style as needed for different audiences. Regularly explains policies, listens to questions, responds, and problem solves. Speaks to individuals and small groups effectively.

**Computer/Technology Skills:**

<table>
<thead>
<tr>
<th>Software</th>
<th>None</th>
<th>Working Knowledge</th>
<th>Intermediate</th>
<th>Highly Proficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microsoft Word</td>
<td>___</td>
<td>___</td>
<td><em>x</em></td>
<td>___</td>
</tr>
<tr>
<td>Microsoft Excel</td>
<td>___</td>
<td>___</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Microsoft Publisher</td>
<td><em>x</em></td>
<td>None</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Microsoft PowerPt</td>
<td>___</td>
<td>None</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Microsoft Outlook</td>
<td>___</td>
<td>None</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Adobe Photoshop</td>
<td>___</td>
<td>None</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Adobe Acrobat</td>
<td>___</td>
<td>None</td>
<td><em>x</em></td>
<td>___</td>
</tr>
<tr>
<td>Quark</td>
<td><em>x</em></td>
<td>None</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Datatel</td>
<td><em>x</em></td>
<td>None</td>
<td>___</td>
<td>___</td>
</tr>
<tr>
<td>Internet Research</td>
<td>___</td>
<td>None</td>
<td>___</td>
<td>___</td>
</tr>
</tbody>
</table>

Other:
Frontpage, Dreamweaver, various Content Management Systems as implemented by the College- high proficiency
HTML and ASP environment- advanced knowledge
Java and other scripting languages- working knowledge
Microsoft Visio- working knowledge
Intermediate knowledge of preparing video for web use, including converting files

**Licenses, Certifications and Other Requirements:**
- None required
Physical Demands:
Work is often performed in a typical office environment requiring:
- Sitting in a normal seated position for extended periods of time
- Reaching by extending hand(s) or arm(s) in any direction
- Dexterity sufficient to manipulate objects with fingers, for example operating a computer keyboard
- Communication skills using the spoken word
- Vision sufficient to see within normal parameters
- Hearing sufficient to hear within normal range
- No or very limited physical effort
- No or very limited exposure to physical risk

While performing the duties of Director of Web Site Development, the employee is occasionally required to lift and/or move up to 10 pounds.

The physical demands described here 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 a disability to perform the essential functions.

Additional Requirements for the Job:
- Availability for special projects or assignments as needed

The above job description in no way states or implies that these duties are the only duties performed by this employee. The incumbent is expected to perform other related duties necessary for the effective operation of the College.