

**FLORIDA STATE COLLEGE AT JACKSONVILLE  
JOB DESCRIPTION, 2014**

**WEB COMMUNICATIONS MANAGER/APPLICATION DEVELOPER**

**FLSA STATUS: NON-EXEMPT – PAY GRADE: 21 - P**

**GENERAL STATEMENT OF JOB**

The Web Communications Manager/Application Developer is responsible for the tactical development of web tools and content to support FSCJ's overall communications efforts. Coordinates the effective and appropriate use of digital media to reach and serve a variety of internal and external stakeholders and audiences. Contributes to and helps implement decisions regarding the design, information architecture, and technical use of FSCJ's website and social media platforms. Develops and integrates new web pages, websites and templates, and creates, updates, and maintains content on the College's website, as needed.

**CHARACTERISTIC DUTIES AND RESPONSIBILITIES**

Responsible for developing, implementing and overseeing web strategies, policies and procedures; manage and implement digital communications strategy, including development and optimization of College's website, enhancing online presence, improving search engine optimization (SEO) and development of content and content strategies.

Identify and leverage digital communications opportunities that will increase organizational visibility and enhance the College's reputation, key messages and thought leadership with external audiences, in collaboration with Director of Communications for content and multi-media; develop and implement strategic plans.

Experience developing and implementing custom mobile application solutions; working knowledge of one or more key solution technologies, including Objective-C, Java, Sencha, HTML5, JavaScript, JQuery Mobile, PhoneGap, Web Services, Service-Oriented Architecture (SOA) and Agile.

Directly interface with the College's student management platform for admissions and communications to effectively utilize the multi-channel communications tools.

Work collaboratively with campus stakeholders to ensure that College programs, departments, and events are appropriately and effectively reflected on the website.

Maintain and coordinate regular revisions to existing website content and develop website services and features that will generate student enrollment in College programs; engage in regular monitoring to ensure that the College website remains current and relevant.

Work cooperatively with other departments/staff throughout the College to plan, organize and implement online marketing communications projects and/or events.

With the Content Strategist, Director of Communications and Executive Director of Strategic Advancement, maintain the home page; monitor and troubleshoot web information architecture, navigation and disability access issues on the fscj.edu domain.

Build new web pages in the content management system (CMS) for clients as needed; create new page types and schemas for the CMS to support new initiatives and redesigns.

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Work as a critical member of the College communications staff to support and enhance marketing, communications and public relations activities through online efforts.

Assist in development of other digital communications projects such as targeted newsletters, blogs, outreach and marketing programs.

Use Google Analytics, statistical analyses, usage trends and other research methods to analyze usage of website and make recommendations for improvements.

Performs other duties as assigned.

### **SUPERVISION RECEIVED**

Supervision is received from the appropriate supervising administrator.

### **SUPERVISION EXERCISED**

Supervision is exercised over assigned staff.

### **MINIMUM QUALIFICATIONS**

A bachelor's degree from an accredited institution supplemented by five (5) years of related experience in management of websites and web applications including design, development, usability, measurement, and content management systems.

### **PREFERRED QUALIFICATIONS**

Bachelor's degree in Web Design, Web Programming, Computer Information Systems, Computer System Technology, Communications, or related field preferred, and any combination of experience that provides the applicant with the desired skills, knowledge and ability required to perform the job.

### **MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**

**Physical Requirements:** Must be physically able to operate a variety of machines and equipment including computer, office equipment, telephone, etc.. Physical demands are essentially those of sedentary work. Tasks may require extended periods of time at a keyboard or workstation.

**Data Conception:** Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar to or divergent from obvious standards) of documentation, files, accounts, and equipment.

**Interpersonal Communication:** Requires the ability to speak and/or signal people to convey or exchange information. Includes issuing and receiving assignments, instructions, and/or directions.

**Language Ability:** Requires ability to read standard English, as well as basic technical data, policy and procedure manuals, codes, etc.. Requires the ability to prepare forms and reports using prescribed formats. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

**Intelligence:** Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions; to interpret a variety of instructions or inquiries furnished in written and/or oral form; to acquire knowledge of topics related to occupation.

**Verbal Aptitude:** Requires the ability to record and deliver information, to explain procedures, and to follow oral/written instructions. Must be able to communicate effectively with co-workers, the public, and students.

**Numerical Aptitude:** Must be able to add, subtract, multiply and divide; calculate decimals and percentages.

**Form/Spatial Aptitude:** Requires the ability to inspect items for proper length, width and shape, and visually read various information.

**Motor Coordination:** Requires the ability to coordinate hands and eyes accurately in operating modern office equipment and machinery.

**Manual Dexterity:** Must have minimal levels of eye/hand/foot coordination.

**Color Discrimination:** May not require the ability to differentiate between colors and shades of color.

**Interpersonal Temperament:** Requires the ability to deal with people beyond receiving instructions. Must be adaptable to performing under moderate levels of stress, imposed by frequent deadlines, peak workloads, or public/student contact.

**Physical Communication:** Requires the ability to talk and hear: (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear).

**Environmental Requirements:** Tasks are regularly performed without exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

Effective: 5/2014