

ANTELOPE VALLEY COMMUNITY COLLEGE DISTRICT

WEBMASTER (E-marketing)

RANGE 23

BASIC FUNCTION:

Under the direction of the Director of Public and Governmental Relations, creates, maintains and coordinates the college's electronic marketing communications through use of the Internet, e-mail, cellular phone, wireless and other electronic technologies. The coordinator will develop content for the college's Web site and employ other electronic communications technologies in order to promote the college and communicate effectively with its many publics. The webmaster is responsible for planning, organizing and implementing a well-structured and coordinated Web presence for AVC. The webmaster will contribute to the district's Web policy, standards, accessibility guidelines, and work with existing committees in upholding them. The webmaster facilitates the adoption of Web page design and standards on district Web pages and ensures compliance with technical and accessibility requirements.

REPRESENTATIVE DUTIES: E = indicates essential duties of the position

- Plan, develop and maintain content for the district Web site, including researching, writing, editing and posting content. (E)
- Collaborate in the creation of page formats, content and applications for the district Web site. (E)
- Collaborate with members of the college community on utilizing electronic communications for recruitment and promotional activities. (E)
- Review and propose Web site strategies based on research in order to maintain the Web site as an effective communications and outreach tool. (E)
- Provide training to college Web content providers on how to create and maintain effective Web content. (E)
- Review Web site content to ensure it meets college standards for style and communications goals. (E)
- Perform other related duties as required. (E)

KNOWLEDGE OF:

Effective communication principles and practices

Principles of marketing

The creative use of the Internet and other electronic technologies as communications tools, the needs of audiences using those technologies, and how those audiences utilize those technologies

Graphic identity program principles

Methods, practices, terminology and procedures used in Web page development and other electronic technologies

Web services, Web design, Web programming and information architecture, with a foundation in Web accessibility and Web standards

Internet applications, Web browser features, search engines, graphic file formats, Web authoring tools and content management systems

Correct English usage, grammar, spelling, punctuation and vocabulary

Customer service and support skills

Record keeping techniques

ABILITY TO:

Organize information for effective presentation on the Web and through other electronic media

Operate a computer and a variety of software, including the ability to work with HTML

WEBMASTER (E-marketing) Continue:

Establish and maintain cooperative working relationships with others
Manage multiple projects and meet deadlines

EDUCATION AND EXPERIENCE:

Any combination equivalent to:

An Associate degree and

Four years experience developing Web pages and/or developing other electronic communications **OR**

A bachelor's degree from an accredited college or university and

Two years experience developing Web pages and or developing other electronic communications

WORKING CONDITIONS:

Office environment

PHYSICAL DEMANDS:

Use of computer equipment for extended periods of time

Sitting for extended periods of time