



Date: August 10, 2015
Title of Position: Website Manager
Salary: High \$60s with benefits
Effective: September 2015

Position Overview: The Website Manager is an integral member of the marketing and communications team and participates in the development and execution of the departmental goals. The Website Manager ensures that the College's website serves as a central resource in promoting the mission of the college and communicating effectively across a broad spectrum of college activities. This individual is responsible for prioritizing and developing content that is integrated with college goals, promotional and graphic/branding themes, and ongoing operations. (See attached job description for more detailed information.)

Qualifications:

- Associates Degree in Computer Science, Computer Information Systems, Technical Writing or a related field or an equivalent combination of education and experience
- 3-5 years of experience managing content and production for high-traffic websites
- Advanced knowledge of HTML, CSS, PHP, JavaScript
- Experience with popular content management systems (i.e. WordPress, as well as proprietary systems)
- Expertise in search engine optimization and search engine marketing
- Demonstrated proficiency with developing and maintaining pay per click (PPC) and cost per click (CPC) campaigns
- Experience working with social media channels
- Proven ability to build consensus and work effectively within a cross-departmental team
- Ability to manage multiple projects in a fast-paced, deadline-driven environment
- Exceptional communication and organizational skills
- Strong interpersonal skills and a positive attitude
- Ability to work independently, prioritize tasks to meet deadlines, and work with professional integrity and discretion
- Graphic design experience preferred

Additional information:

Area of Assignment: Marketing & Communications

Supervisor: Director of Marketing & Student Recruitment

MCCC AFSCME DCE Non-Unit Full-time Part-Time

Application Procedures: For consideration, send cover letter, resume, and a list of names and telephone numbers for three (3) recent professional references to Sandra Rinaldi, Berkshire Community College, 1350 West Street, Pittsfield, MA 01201. srinaldi@berkshirecc.edu.

Application review begins August 28, 2015 and continues until position is filled.

Berkshire Community College is an affirmative action/equal opportunity institution and does not discriminate on basis of race, creed, religion, color, gender, gender identity, sexual orientation, age, disability, genetic information, maternity leave, military service, and national origin in its education programs or employment. All inquiries concerning application of the above should be directed to the Deborah Cote, Vice President for Human Resources, Affirmative Action Officer, and Coordinator of Title IX and Section 504, at 413-499-4660, ext. 1022, Susan B. Anthony Annex Building, Room A19.

JOB DESCRIPTION

Website Manager

Position Summary

The Website Manager is an integral member of the marketing and communications team and participates in the development and execution of the departmental goals. The Website Manager ensures that the College's website serves as a central resource in promoting the mission of the college and communicating effectively across a broad spectrum of college activities. This individual is responsible for prioritizing and developing content that is integrated with college goals, promotional and graphic/branding themes, and ongoing operations.

Duties include:

- Ensuring the College's online content is accurate, timely, and informative; that text and images are consistent; and that it is search-engine optimized and is compliant with applicable standards
- Training faculty and staff using the website's content management system and presenting best practices to internal audiences
- Creating new site pages/sections and campaign landing pages
- Contributing expertise, creativity and resources to the College's web initiatives including defining needs and priorities, recommending approaches, and advising about capabilities and potential applications to the Director of Marketing & Student Recruitment
- Advising faculty and staff regarding web policies and procedures, state and federal laws, and standards mandated by ADA
- Monitoring site analytics to improve usability, navigation, and content to raise visibility and perception of the College
- Working with the Public Relations Manager to ensure content used within social media channels is presented consistently and is easy to share
- Developing and customizing online forms
- Making recommendations regarding the evaluation, selection, and acquisition of web-related software and hardware
- Verifying the site's compatibility within all browsers and across mobile devices.
- Maintaining metadata to optimize search engine results.
- Working with the Marketing and Communications department to ensure BCC's branding is represented consistently online
- Serving on appropriate college committees
- Serving as a back-up to Director of Marketing & Student Recruitment and/or Public Relations Manager for the College's emergency notification system
- Collaborating with Portal Manager to ensure internal audiences are served through the portal (MyBCC) while external audiences receive information appropriate through the College's website
- Maintaining proficiency in the field through professional development
- Selecting and supervising work-study and/or intern students
- Performing other duties as assigned