

Edison State Community College invites qualified candidates to apply for the full-time position of Web Administrator and Media Design Coordinator. The Web Administrator and Media Design Coordinator is responsible for administering and maintaining the College's website. This role involves monitoring performance updates and recommending changes to the site's technical architecture and functionality to ensure it remains responsive and stable. Additionally, the Web Administrator ensures proper integration with related systems and/or third-party software platforms, enhancing functionality and user experience while adhering to ADA standards. This position requires timely website development, digital communications, and managing content, design, branding, and site hierarchy. The Web Administrator and Media Design Coordinator also implements and maintains website alert notifications and assists in monitoring various forms of social media and digital signage. This position supports the Assistant Director of Marketing in multiple aspects and is key in promoting the College and its programs. This work is highly independent and collaborates closely with external web architecture developers for new initiatives.

To be considered, candidates should include cover letter, resume, transcripts, and three professional references when completing their online application.

Edison State Community College is an EOE/AA Employer.

Functional Responsibilities:

- Oversee the content management of the Edison State Community College website, ensuring logical, intuitive, and hierarchical navigational structures are in place to provide users with the best possible experience.
- Develop and maintain digital forms, landing page strategies, and the use and maintenance of third-party platform interfaces that assist the College in acquiring new students, promoting programs and services, and providing enhanced user experience.
- Assist with the integration of electronic media throughout the college campus.
- Consult and collaborate with internal stakeholders to provide precise and timely formatting and updating of crucial departmental and course-specific information on the College's website and/or third-party integrations.
- Oversee the generation and editing of various forms of website content, including video, digital publications, and digital applications and forms.
- Participate as an active member of the Marketing Team, maintaining consistency and effective marketing strategies, which build and promote the College's communication plan and brand.
- Creatively design and move through the college's production collateral or promotional pieces.
- Assist with developing, monitoring, and maintaining social media platforms.
- Collaborate with Academic Affairs and the Assistant Director of Marketing to facilitate the ongoing promotion of the College and its programs by placing

necessary enrollment materials on the website and integrated third-party platforms.

- Follow and integrate emerging web technologies to help the college achieve its marketing communication objectives more effectively and efficiently.
- Keep abreast of tools, trends, and enhancements that can improve user experience and recommend additional tools needed to support the overall user experience and school initiatives.
- Serve on appropriate committees.
- Other duties as assigned by supervisor.

Required Knowledge, Skills, and Personal Qualifications:

The applicant should be capable of working independently and collaboratively with minimal supervision. They must also be able to manage multiple projects from inception to completion while adhering to time and budget constraints. The ideal candidate will possess strong design, writing, and HTML skills, be detail-oriented, and have a comprehensive understanding of content management.

Required Experience:

- 5-7 years of experience in web design, web development, digital media, or related field required.
- Demonstrated writing experience in electronic media.
- Experience in website content management systems, Acquia/Drupal experience a plus.
- Strong computer skills, including web design tools.
- Experience with marketing via the web, SEO/SEM experience a plus.
- Knowledge and experience of social networking as a marketing tool.
- Keen understanding of the Adobe Creative Suite programs, which include: Photoshop, Illustrator, InDesign, and Adobe Acrobat.

Required Educational Background:

Associate's degree in graphic arts with a strong knowledge in web design, web development, digital media, or related field is required.

Supervises the following staff:

Additional marketing support team members.

Other:

Some evenings and weekends and occasional professional development or offsite training may be required.