



SPRING HILL

COLLEGE

Forming leaders engaged in learning, faith, justice and service for life.

Memo to: Campus Community
From: Human Resources
Re: Open Position—PLEASE POST
Date: February 25, 2021

Position: Web Administrator and Content Manager
Office of Information Technology

Summary Description: The Web Administrator and Content Manager (Web Administrator) reports to the Director of IT and is responsible for the technical oversight, administration, and management of all College Web properties. He/she is also responsible for the coordination, scheduling, and management of the College's Web-based administrative and academic content.

The Web Administrator will be the primary responsible party for all aspects of the College's web presence. The Administrator will work closely with the IT technical team to manage software updates as appropriate to ensure continuity of service and security for all College web properties. The Administrator will be responsible for managing or coordinating any necessary updates to the various web platforms required for maintaining and enhancing the College's web presence. He/she will work with the College's marketing department and across academic and administrative departments at the College to ensure content is of a consistently high quality and adhere to best practices and accessibility guidelines for web-based content.

The Web Administrator will keep all top-tier information current and accurate, analyze web traffic, and explore ways to make the College's web presence as effective as possible. The Administrator will be responsible for documenting, keeping current, and making available upon request, a roster of those responsible for distributed content on all College web properties. The Manager will recommend and provide training necessary for College employees to maintain and use various web services.

Description of Duties and Responsibilities:

Essential Functions

1. Has primary oversight for administration, maintenance, and security of the College's Wordpress platform and other web platforms.
2. Has administrative oversight of the College's Web monitoring, marketing, and analytics tools

(Pingdom, Google Ads, Tag Manager, Analytics, etc).

3. Has primary oversight and management responsibility for external and internal web content with an emphasis on accuracy and currency of information. Creates and maintains web content using established HTML, CSS, and accessibility standards.
4. Conducts regular audits of external and internal web pages for accuracy of content.
5. Monitors emerging technologies for effective electronic communications and web-based initiatives.
6. Directs the creation, testing or modification of web-based systems and applications.
7. Serves as the primary campus contact to facilitate updates of academic and administrative College web sites, both public and private, and is responsible for the monitoring of online content and design standards.
8. Creates and/or monitors departmental and divisional web pages.
9. Provides training for departmental web coordinators. Directs and reviews content submitted by the coordinators and implements changes as needed.
10. Performs other essential duties and tasks as required.

Marginal Functions

1. Attends meetings and/or special events as a representative of the College as required.
2. Completes or supervises completion of other administrative duties or paperwork as required.

Required Knowledge, Skills, and Abilities: Individuals must possess the following knowledge, skills, and abilities or be able to demonstrate competency of the essential functions of the job, with or without reasonable accommodation, using a combination of skills and abilities.

1. Familiarity with or sincere interest in learning about the mission of Spring Hill College and the meaning of a Jesuit education.
2. Detailed working knowledge and familiarity with all aspects of modern web development standards and practices.
3. Extensive knowledge of Wordpress administration, maintenance, and security issues.
4. Familiarity with installing, administering, and managing web-based monitoring, marketing, and analytics tools.
5. Knowledge of best practices for maintaining sites on the web using established web standards for HTML and CSS and implementing current standards for web accessibility (WCAG, Section 508, etc).
6. Ability to set priorities and meet tight deadlines.
7. Ability to prepare and implement short-range and long-range plans of action.
8. Ability to interact effectively with faculty, staff, administration, and a wide range of College constituencies.
9. Ability to communicate effectively in writing, using the English language, with or without the use of auxiliary aids or services.
10. Ability to orally communicate effectively with others.
11. Willingness and ability to attend College events at various hours as required.

Qualification Standards:

Education: Degree in related field preferred.

Experience: One or more years' experience as an administrator for a medium- to large-scale WordPress implementation is required.

Preferences: Additional experience with other web CMS (Drupal, Django, Craft, etc.) preferred.

Other Qualifications: Prefer these additional capabilities as beneficial to the efficient execution of the Web Administrator's duties.

- Knowledge of and skills in various software programs involved in the planning, design, and maintenance of web applications, including web-based applications. *E.g.*, Photoshop, text and code editors, Google Docs, *etc.*
- Knowledge of the fundamentals of modern Content Management Systems, specifically WordPress.

Licenses: Possession of valid motor vehicle operator's license and approval from the College's insurance carrier.

Other Considerations:

- This person is considered a responsible employee in accordance with College Title IX policies.
- Must be willing to submit to background checks, including criminal history background checks.

THE COLLEGE RESERVES THE RIGHT TO CHANGE, ADD, OR REASSIGN JOB DUTIES OR COMBINE POSITIONS, OR PORTIONS THEREOF, AT ANY TIME. THIS JOB DESCRIPTION IS NOT AN EMPLOYMENT AGREEMENT OR CONTRACT. SPRING HILL COLLEGE IS EQUAL OPPORTUNITY EMPLOYER.

Review of applications begins immediately; position open until filled. To apply for this position, forward a cover letter, resume, and brief description of web project experience to: Personnel Office, Spring Hill College, 4000 Dauphin Street, Mobile, AL 36608 (251-380-3063). E-mail: pdavis@shc.edu