

Electronic Media Specialist

Class Summary

This position is responsible for written and visual content development placed on the college district and college web sites as well as other electronic media communications vehicles.

Representative Duties

Analyzes and recommends conceptual and technical content strategy and design for the district's web sites and Intranet; develop promotional strategies using the district's online and new media resources; design and maintain the college district's web site and all related menus, linked pages, with emphasis on maintaining current data, aesthetics and graphic standards for the entire web site; write story and headline summaries for use on college district and college front page web sites, produces and post on-line news; review, edit and organize stories, features and articles from various publications for potential posting to organizational web sites and/or Intranet. Conduct analysis for accuracy and conformity; provide technical and design support for the college district departments and staff in developing public web pages or content appropriate to the Intranet. Participate in the development and implementations of training activities for college district personnel. Ensure that all college web pages are accessible to people with disabilities; provide online use reports for analysis, suggesting alternatives/improvements that offer greater functionality, navigations, and ease of use; research and analyze new information resource technologies for potential application to existing online mediums; serve as the primary contact for the college district's web site, responding to and forwarding web-based inquiries.

Organizational Relationships

This position reports to the graphic communications director, providing substantial support to the communications team in the development of both written and visual communications content. This position acts as a liaison to college web organizations and to the information technology department in relation to web development.

Minimum Qualifications

1. Bachelor's degree with major coursework in internet and web-based technology, or equivalent education or experience, plus substantial continued education and training in computer science, graphic design, or related discipline.

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2. Three years recent, full-time, technology-related graphic design, communications, or similar experience, including two years in a college setting.
3. Knowledge of personal computer systems and networking technology.
4. Knowledge of standard graphic arts software, web creation software for the creation of text and image files, and Internet and WWW software and services.
5. Ability to communicate effectively and establish cooperative working relationships with non-technical people.
6. Must possess good written and verbal communication skills.
7. Ability to organize and manage projects in a timely manner.

Required Skills

1. Ability to work with minimal supervision and take initiative, using good judgment.
2. Knowledge, structure and use of departmental publications and graphic standards.
3. Effective oral and written communication skills and ability to work as part of a professional team.
4. Ability to collect, analyze and report data and propose alternatives.
5. Skill in time management to effectively organize multiple projects and set priorities to meet a variety of deadlines in an environment of rapid and conflicting demands.
6. Excellent interpersonal skills to interact with a variety of individuals and meet client needs.
7. Ability to instruct staff effectively using technical software programs.

Desired Skills

Knowledge of web page design principles, practices, trends and techniques; software programs used to design and maintain web pages such as Dreamweaver, FrontPage, GoLive, Photoshop, Fireworks, Illustrator, Flash, Director, QuickTime, Real Media, HTML, XML, Java/JavaScript, Perl/CGI, ASP/VB and C/C++; Netscape and Internet

Explorer web browsers; web server configurations; project management, and Microsoft Office Suite software.