



DATE ISSUED: 02/06
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Manager of Web Marketing

JOB SUMMARY

The Manager of Web Marketing is responsible for the marketing of Texas Woman's University through its external website. This position also is responsible for ensuring that the design, content and organization of the external website present the university's marketing messages clearly, consistently and within the context of the university's strategic plan goals and objectives. Work is performed with general supervision and performance is based on the effective operation of the administrative function. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Associate Vice President for Marketing and Communication

Supervises: No supervisory responsibilities

PRIMARY DUTIES - May include, but not limited to the following:

Manages the overall marketing of the university through its external website.

Conceptualizes and organizes the university's external website from a marketing perspective consistent with the university's overall strategic marketing objectives.

Develops content guidelines and design templates and providing approved images and graphics for departmental/unit external web pages that are consistent with the university's strategic marketing objectives.

Assists university web designers in their implementation of content guidelines and design templates.

Reviews departmental/unit external web pages before they "go live" to ensure that messages are presented consistently and within the context of the university's overall strategic marketing objectives and that content guidelines and design templates are followed.

Conducts ongoing usability testing of the external website to maintain high levels of user "friendliness" among primary audiences.

*Manager, Web Marketing
Date Issued: 02/06
FLSA: Exempt
PTO: VCS*

Reviews user email about the external website, and either responding to or referring email as indicated; ensuring that referred emails receive timely responses.

Conceptualizes, designs and maintains the Texas Woman's University home page.

Conceptualizes, designs and maintains other key university web pages including those that support chancellor's initiatives and recruitment and retention activities, the university events calendar, board of regents web page and general information pages.

Collects and analyzes website activity to determine user levels and patterns.

Optimizes external search placement of the website.

Monitors the site to ensure compliance with all state and federal regulations, local policies and copyright issues.

ADDITIONAL DUTIES

Performs other duties as requested.

EDUCATION

Bachelor's degree in communications, marketing, advertising or related field.

EXPERIENCE

Three years experience and demonstrated proficiency in a position requiring comparable skills and work performance.

REQUIREMENT

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

Demonstrated ability in website content and design development and management, with an emphasis on marketing.

Excellent web writing and editing skills.

Working knowledge of multiple web design technologies such as HTML, DHTML, JavaScript, Photoshop, Illustrator and DreamWeaver.

Working knowledge of MAC and PC operating systems.

Familiarity with established database-driven website construction and development tools such as ASP and ASP.NET.

Ability to multi-task and meet deadlines.

Ability to communicate and work with diverse individuals.

Ability to work either in a team environment or independently.

Ability to take direction.
Ability to prioritize and organize work effectively.
Ability to establish and maintain effective work relationships with students, faculty, staff, and the public.
Ability to communicate effectively orally, by phone, in person, and in writing.
Ability to represent the department and University in a friendly, courteous, and professional manner.
Ability to use a personal computer and other office equipment.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; talk or hear. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus. May be required to lift or move 25+ pounds.

WORK ENVIRONMENT

Employees are responsible for performing their duties in an environment that is free from discrimination, intimidation, coercion or harassment, including sexual harassment. Work is performed primarily indoors in an office setting. The noise level in the work environment is low to moderate.

SAFETY

Assists in the creation of a culture of safety and environmental protection by performing work safely in accordance with departmental safety procedures. Operates equipment safely and reports any unsafe work conditions or practice to supervisor.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature: _____ **Date:** _____

Manager, Web Marketing
Date Issued: 02/06
FLSA: Exempt
PTO: VCS

Texas Woman's University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, sex, sexual orientation, or ethnic origin, age, veteran's status, or against qualified disabled persons.

All positions at Texas Woman's University are deemed security sensitive requiring background checks.