Colorado Northwestern Community College

Position: Digital Communications / Web Specialist
Department: Information Technology Services
Reports to: Director of Technology Services
Status: Full-time, Exempt
Revised: November 2014

OCCUPATIONAL SUMMARY

The Digital Communications Specialist is responsible for the administration and maintenance of all content that appears on the college’s internal and external web sites. Assisting in this goal, this position will train faculty, staff and students on the use of technology and communication tools. An ideal candidate will understand and promote best practices for social media, digital content creation, and web design. Employee will also collaborate closely with the college and state communication teams to provide support and identify requirements for content contribution.

ESSENTIAL RESPONSIBILITIES

- Develop, maintain and assist with the design of all digital/web content, including graphics, text, and videos.
- Provide technical support to employees with various levels of technical expertise, from a variety of job roles.
- Develop training materials to provide simple instructions on how to use the site’s basic and advanced functions.
- Engage with the state community college system regarding digital communication, and represent the college at the state level.
- Review and analyze usage metrics to identify trends and make recommendations.
- Deliver live or online training sessions to audiences ranging from 5 – 20 employees.
- Moderate and regulate web communities to assure employees are using the site appropriately.
- Use employee feedback and/or market research to evaluate and recommend new intranet features that will provide increased value for users.
- Train the greater college community to more effectively communicate, collaborate and inter-connect using modern technology.
- Plan and provide technical training that employees need to effectively perform their jobs.
- Provide technical support for developing and managing digital content designed to provide employees with convenient access to important information.

REQUIRED QUALIFICATIONS

- Knowledge of HTML5, CSS3, Javascript, Wordpress themes and responsive design.
- Has experience conducting training or developing training materials
- Able to produce web content that is compliant with the American Disabilities Act (ADA)
- Experience with enterprise collaboration tools, social media, and web analytics
• Experience with wiki documentation tools and web-based project tracking
• Comfortable working in a fast-paced environment where priorities can change quickly and team members are required to wear multiple hats
• Able to remain patient when troubleshooting technical issues and working with frustrated users
• Willing to become an expert on a complex suite of tools/technologies
• Strong written and verbal communications skills
• Full-Time position(s) available.

PREFERRED QUALIFICATIONS

• Entry-level knowledge of PHP or similar interpreted web language
• Adobe Creative Suite
• IT support experience, call center, customer service
• Experience with any database administration or design