

**WEB COORDINATOR**

**DEFINITION**

Coordinates the design, development and content for the GCC website including other associated web pages. Serves as the primary source of information, consultation and recommendations on matters related to website design and management.

**SUPERVISION RECEIVED AND EXERCISED**

Supervision is received by the Director of Development and Implementation of Admin Systems.

Provides work direction to lower-level staff. Supervision is exercised over student workers.

**EXAMPLES OF DUTIES**

Designs and develops the GCC website and subsidiary pages.

Acts as web page liaison between ITS System Administrators, departments and external vendors or consultants.

Works closely with departments to assess their needs and objectives in the development of web content and functionality.

Recommends policies and procedures regarding website design and implementation, ensuring consistency and establishment of standards.

Maintains, organizes, updates web pages as requested by departments to ensure accuracy and currency of information.

Monitors and analyzes web page usage using appropriate software and other tools and reports findings to departments.

Organizes the navigational structure and maintains web site links, both internal and external to the college web site, for maximum efficiency of content.

Audits and maintains style guidelines for webpages including, utilization of uniform fonts, formatting, icons, images, layout techniques and graphics quality.

Audits web site for copyright infringements, content violations, content errors, guideline compliance and notifies content owner of violations.

Develops online forms to gather information and distribute to clients/content owners.

Provides support and training for staff and students on web tools, web applications, software applications and online services.

Monitors webmaster email and routes as appropriate.

Updates and maintains indexing and keywords for web searches.

Maintains GCC data on external web sites including but not limited to the Student Friendly System or ALX.

## **EXAMPLES OF DUTIES (continued)**

Maintains event banner on GCC homepage and MyGCC portal.

Maintains documentation of web site including sitemap.

Ensures the website is accessible for individuals with disabilities and special populations and makes necessary revisions.

Promotes the use of the website for distributing information and effective marketing techniques.

Organizes systematic maintenance and updates of the website and performs a variety of related technical tasks.

Converts documents with links and bookmarks to upload on to the website.

Selects, trains, evaluates and maintains schedules of student workers.

Performs related duties as required.

## **QUALIFICATIONS**

### **Knowledge of:**

Web software tools and design strategies.

Web page design and development alternatives.

File system maintenance and file conversion.

Appropriate English word usage, spelling, grammar, vocabulary and punctuation.

Project management techniques.

### **Ability to:**

Prepare and maintain complete and accurate reports and records.

Work independently with minimal supervision.

Interpret policies and procedures.

Research and resolve technical problems.

Workshop and group facilitation techniques.

Communicate technical and complex information clearly and concisely both in written and oral communications.

Establish and maintain cooperative and effective working relationships with members of the college community and with outside contacts.

Interview, train, and provide work direction to student workers.

## **EMPLOYMENT STANDARDS**

### **Minimum Qualifications:**

Bachelor's degree from an accredited college or university in Communications, Computer Science, Public Relations, Marketing or related field.

Two years of work experience in website development and coordinating content.

### **Desirable:**

Experience with the following software programs: Front Page, Adobe Acrobat, Adobe Photoshop, Adobe Illustrator and Macromedia Dreamweaver.

Basic graphics design experience.

Project management experience.