

Warren Wilson College
Position Description

POSITION TITLE: Web Director

DEPARTMENT: Web Design/Marketing

REPORTS TO: Dean of Admission

POSITION SUMMARY:

The Web Director is responsible for the design, implementation, and maintenance of Internet communications for the College. The Director, who collaborates with the Marketing Group, Computing Services Department, Office of Advancement, and Office of Admission, has primary responsibility for the external homepage and other top-tier pages. In addition to these responsibilities, the Web Director trains, supervises, and evaluates the Web Crew and its subsidiaries.

SPECIFIC RESPONSIBILITIES:

1. Design, implement, and maintain on-line communications for the College.
2. Ensure that the external homepage and other top-tier pages are kept current and vibrant.
3. Convert selected college media to on-line content.
4. Collaborate with various areas and programs of the College for a unified on-line presence by gathering information to keep content accurate and dynamic.
5. Maintain a Content Management System (CMS) or systems that allow for easy management of on-line content by other staff.
6. Train, supervise, and evaluate a student work crew in the skills necessary for providing CMS support and provide them with a general knowledge of Internet technologies.
7. Manage department budget.
8. Remain knowledgeable of changes in web design, programming, on-line marketing, and associated culture.
9. Participate in Warren Wilson College committees and functions, as appropriate.
10. Performs other duties, as assigned.

WORKING CONDITIONS:

1. Office Environment

QUALIFICATIONS:

1. Mastery of the following languages and tools is required: HTML, CSS, XHTML, XML, PHP, MySQL, and Regular Expressions.
2. Experience with the following software is required: Linux/UNIX, Microsoft Office, Adobe Photoshop, and Adobe Flash.
3. Strong knowledge of Web Design and Graphic Design is required.
4. Three years of relevant experience is required.
5. A Bachelor's Degree is recommended.

6. Experience with the following software is helpful: Adobe Dreamweaver, Adobe InDesign, Adobe Illustrator, Zend Studio (or other IDE), and Apache.
7. Mastery of the following is helpful: Javascript, DOM scripting, AJAX, and associated technologies.

Employee's Signature

Date

Supervisor's Signature

Date