



Concordia University Web Programmer/Content Specialist

Web Programmer/Content Specialist

University Mission: Concordia University is a Christian university preparing leaders for the transformation of society.

Unit or Department: Marketing & Communications Department.

Unit/Department Mission: Concordia University's marketing and communications team upholds the mission and brand of the University across all key audiences and communications channels, with a particular focus on driving enrollments to the University and donations to the Foundation.

Position title: Web Programmer/Content Specialist

Mission of the position (overall goal): Designs, develops, and maintains the University's websites, content, and web-based forms to support Foundation and Admission needs, and also assists with web page design/updates where necessary. An understanding of e-marketing and mobile page design, development, and functionality is desired.

Summary of the position (how the overall goal is reached): The successful person in this role understands - and is a leader in - the increasingly convergent worlds of web programming and web development, as well as content and e-marketing. They will be part of a team developing an exciting new and mobile-focused external web presence for the University. They will be integral to the successful rollout of additional online degrees across subject areas, in addition to Concordia Portland's local presence. Strategic thinking, attention to detail, troubleshooting and writing/editing skills will contribute to a successful web programmer/content specialist. This position is a critical contributor as part of the marketing and communications team for Concordia University as it continues to grow enrollments, donors, and relationships across key audiences both regionally and globally.

Staff relationships:

- Reports to: Web Communications Director
- Supervises: None
- Hired/appointed by: Director of Marketing & Communications
- Team Relationship – reports directly to the Web Communications Director, and works as a team member with the Creative Manager, and Graphic Designer, all under the leadership of the Marketing/Communications Director
- Coordinates with other departments on campus including, but not limited to, ITS department, Athletics department, Admission department, Foundation, and Database team.

Salary: Level 3, Exempt

ESSENTIAL RESPONSIBILITIES:

- Design, develop, and implement custom web solutions using ColdFusion and supported development tools.
- Maintain all present web applications, forms, and tools.
- Track and respond to campus-wide requests through the web ticketing system.
- Work with the Web Communications Director on design and development of tools, and proactively updating content on websites and landing pages.
- Establish quality assurance standards and work with the Web Communications Director to make sure that all projects meet university standards.
- Facilitate and implement annual website workflow schedule/calendar.
- Work with the Web Communications Director on standard site maintenance, exercising a thorough knowledge of CSS and HTML.
- Assist in the development of rich media content for web purposes.
- Assist with social media content and social media/website integration. Produce a user experience in a multimedia format.
- Assist in the development and management of SEO, SEM, mobile technology, new media and social media technologies.
- Work as a team member on development and launch of a new website for the University.
- Be responsible for the implementation of leads generated through landing pages to the university SRM.
- Other duties as assigned.

MINIMUM REQUIREMENTS/QUALIFICATIONS:

- Bachelor's degree in Marketing, Communications, Information Technology, or relevant field.
- Demonstrated experience with Adobe Cold Fusion required. Other like programming languages is a plus. Online form development/data posting KEY.
- Documented portfolio of previous web site or web application work, clearly identifying areas of individual contribution.
- Ability to express technical concepts effectively, both verbally and in writing.
- Experience with HTML coding required.
- Ability to work independently and maintain a high level of production with minimal supervision.
- Experience with databases and SQL a plus.
- Experience with social media best practices and Analytics a plus.
- Experience with Adobe Creative Suite.
- Experience with mass email software (Campaign Monitor and Constant Contact).
- Experience with PHP a plus.
- Must be able to gather requirements, create scope, and have excellent customer focus and interaction.

Critical skills for this position:

- ColdFusion.
- HTML.
- Writing, editing, proof-reading.
- Teamwork and effective inter-personal communication.

- MS Word.
- CSS.
- MS Outlook.
- Javascript.
- Web Design.
- Remote Network Access (H: drive access off campus, VPN).
- Social media (Facebook, Twitter, LinkedIn, Google+). FBML knowledge a plus.
- Mass email software (Campaign Monitor and Constant Contact).
- Mobile technologies, web pages, and apps a plus.

Physical demands of the position:

- Repetitive motions sitting at keyboard
- Rising and sitting repeatedly
- Walking indoors or outdoors
- Ability to sit for extended periods of time
- Ability to speak and hear

Assessment schedule: Position assessed after the initial 90 days, and then annually

Attitude and demeanor of all Concordia University employees:

As part of a work environment that highly values Christian education, educational excellence and service to students, all members of the community will:

1. Publicly support the mission of Concordia University.
2. Communicate effectively with warmth, sensitivity, and understanding as s/he deals with administrative colleagues, teachers, students, parents, faculty, college personnel, and program associates.
3. Work as a team member in a professional environment.
4. Possess a "service attitude" (willingness to be flexible to meet the needs of the department).
5. Have a professional physical appearance (appropriate clothing, personal hygiene, etc.)

Job description last updated by Dana Thomas/Madeline Turnock 01/04/12.