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| Job Title: | | Web Development Coordinator | | Hourly/Salary: | Salary |
| Department/Area: | | Enrollment | | Classification: | Exempt |
| Location: | | Main Campus | | Travel Required: | Some |
| Hourly/Salary Range: | |  | | Position Type: | Full Time |
| HR Contact: | | Janet Coffey | | Date posted: | 08/13/2019 |
| Position Fill Date: | |  | | Posting Expires: |  |
| External posting URL: | | www.campbellsville.edu | | | |
| Internal posting: | | Human Resources Board | | | |
| Applications Accepted By: | | | | | |
| Fax or E-mail:  (270)-789-5180  jobs@campbellsville.edu  Subject Line: Web Development Coordinator  **Attention:** Janet Coffey | | | Mail:  Director of Personnel Services  Campbellsville University  1 University Drive UPO 944  Campbellsville, KY 42718 | | |
| Job Description | | | | | |
| **SUMMARY:**  The ***Website Development Coordinator*** will (a) oversee and manage the university website, (b) collaborate with regional location leadership to support the website needs of each location, (c) collaborate with athletics to align with the athletics website and share content, (d) develop and lead new projects that improve CU’s web capabilities and presence, (e) lead efforts to achieve and maintain ADA compliance of the website.  **QUALIFICATIONS:**   * Bachelor’s degree minimum - preferably in Web Design, Graphic Design, or Information Technology. * Outstanding relational, communication, and organizational skills**.** * Significant technical and computer skills. * Ability to communicate and interact from various locations and remotely. * Minimum of three (3) years of experience in website management.   **RESPONSIBILITIES:**  **A. Website Development & Management**   * Oversee day-to-day aspects of the university .edu site, including updating pages, ADA compliance, adding features, monitoring traffic, and ongoing optimization efforts. * Enhance the university website for maximum effectiveness in marketing, branding and enrollment. * Oversee on-going site improvement efforts in coordination with regional, athletics, development, university communications and student services. * Oversee site maintenance, hosting, and other back-end improvements. * Coordinate lead generation through the edu. site for enrollment pathways. * Gather user-experience feedback to be used for strategic enhancements and project development. * Serve as primary website technical support and graphic designer. * Train various campus website contributors.   **B. Strategic Initiatives**   * Develop and manage strategic initiatives and partnerships, which further extend the University’s mission and vision via the website. * Coordinate with third-party vendors to develop creative and non-traditional strategies to market and recruit new student populations via the website. * Foster “out-of-the-box” thinking, planning and implementation within various academic and administrative units.   **C. Broader Campus Involvement**   * Give reports to various constituencies when called upon. * Represent enrollment in various marketing and university communication meetings. * Fulfill other duties as assigned by the Executive Director of International Enrollment and Marketing and/or the Vice President for Enrollment Services.     **General Employee Responsibilities:**   * Working hours necessary to perform job requirements satisfactorily on a regular basis. * Managing absences from work in responsible manner to ensure service to university faculty, staff and students. * Complying with Campbellsville University policies and practices and seeking clarification of them when necessary. * Honor the mission of Campbellsville University and abide by rules and regulations and Standards of Conduct outlined in the Administrative Policies and Procedures Manual.   The individual employee is expected to conduct him, or herself, both on campus and off, in a manner becoming an employee of a Christian institution, and the employee should uphold the highest standards of conduct in terms of honesty, truthfulness, respectful attitude, and conduct toward others. Each individual associated with Campbellsville University is to perform his or her daily responsibilities mindful of the intent of the institutional mission statement and core values.  Employees must be able to perform the essential functions of the position with or without reasonable accommodations.    Campbellsville University, a comprehensive Christian institution offering undergraduate (associate and baccalaureate) and graduate (master's level) programs, stresses academic excellence solidly grounded in the liberal arts, personal growth, integrity, and fellowship within a caring environment. Campbellsville University is centrally located in the heart of Kentucky and has been listed in US News and World Report as one of “America’s Best Colleges” for 18 consecutive years. The University seeks to prepare students to enrich their own lives through lifelong learning, to contribute to their respective disciplines through continued scholarship, and to advance society as Christian servant leaders. An employee of Campbellsville University is expected to participate in the life of a local church in keeping with the spirit of the institutional mission statement and core values. The individual employee is expected to conduct him, or herself, both on campus and off, in a manner becoming an employee of a Christian institution, and the employee should uphold the highest standards of conduct in terms of honesty, truthfulness, respectful attitude, and conduct toward others. Each individual associated with Campbellsville University is to perform his or her daily responsibilities mindful of the intent of the institutional mission statement and core values. | | | | | |
| Reviewed By: |  | | | Date: |  |
| Approved By: | Janet Coffey | | | Date: | 08/13/2019 |
| Last Updated By: |  | | | Date/Time: |  |