



Job Classification Description

WEB EDITOR VSC – UP PAT BARGAINING UNIT

**Grade 11
Exempt**

BASIC FUNCTION

Oversees the College's electronic media as part of its marketing and communications efforts. Ensures that clear, consistent, up-to-date, and engaging electronic media content is published.

CHARACTERISTIC DUTIES & RESPONSIBILITIES

- Collaborates with the Coordinator of College Communications and Marketing and staff to develop effective strategies for communicating through the College's web site and other electronic media.
- Works with the Coordinator of College Communications to formulate and implement plans for using electronic media as part of an integrated communications effort.
- Researches and writes original material; edits existing material, including reworking material developed for other College communications to make it effective for electronic media; proofreads text for electronic media.
- Works with all authorized contributors to help ensure that their content meets the College's standards for quality and style. This work involves training new authors on how to write and prepare photographs and documents for the College's web site.
- Keeps abreast of new developments in electronic technology and communicates appropriate innovations to colleagues in Institutional Advancement.
- Assists in writing and editing for other types of College communications.
- Performs other duties as assigned to assist the department in obtaining and maintaining its mission.

SUPERVISION RECEIVED

Supervision is received from the Coordinator of College Communications.

MINIMUM QUALIFICATIONS

Bachelor's degree, preferably in English, journalism, communications, or a related discipline, plus five to seven years of experience in marketing communications, as well as demonstrated success in writing for electronic media, particularly in writing layered information for the web.

- Proficiency with HTML and major web publishing software and content management system including software such as Dreamweaver, Contribute and Photoshop desired.
- Work experience in higher education, specifically liberal arts, preferred.
- Able to collaborate with graphic designers to communicate using an effective meld of verbal and visual expressions.
- Creative, team-oriented, and client-focused.
- Able to identify, organize, and accomplish tasks in priority order, and keep several projects moving ahead simultaneously with a minimum of supervision while maintaining of deadline and results-oriented focus.
- Adaptable to changing priorities.
- Able to keep information confidential as necessary.

This general outline illustrates the type of work which characterizes the job classification. It is not an all encompassing statement of the specific duties, responsibilities and qualifications of individual positions assigned to the classification.

8/2006