



EMPLOYMENT OPPORTUNITY: WEB CONTENT & DIGITAL MARKETING ADMINISTRATOR

Lakeland Community College is one of Ohio's premier two-year colleges. An accredited institution, Lakeland is at the forefront of technology and innovation. Learning is first in every policy, program and practice. The learning college concept provides a unity of purpose for faculty and staff and places an emphasis on team work and professional development to better serve students and the community. Lakeland's state-of-the-art facilities attract over 8,500 credit and 18,000 noncredit students annually. Our location places us within 25 miles of world-class activities in the Cleveland area. Read more at: <http://lakelandcc.edu/pdf/viewbook.pdf>

Posting Date: 1/23/11

RESPONSIBILITIES

- Support the implementation, design, and maintenance of the college website, microsites, and portal.
- Design and implement the aesthetic direction of college websites to ensure a uniform visual identity.
- Collect, write, edit and maintain website content for top level pages. Administer college social media sites including, but not limited to, Facebook, YouTube, Twitter.
- Implement content management system; train and work with department users to maintain accurate content.
- Create and maintain a consistent website architectural structure across the organization's web applications.
- Coordinate with the Administrative Technologies department on back-end programming and databases.
- Stay abreast of web content and digital media technology trends/ best practices and recommend enhancements.
- Assist in developing and maintaining strategies for search engine optimization (SEO).
- Utilize website analytics and metrics to recommend and implement improvement; generate a quarterly report.
- Maintain the college's web policy and procedures and web publishing standards and guidelines. Monitor sites for compliance with established policy and procedures.
- Assist in developing and implementing digital marketing strategies, including social media and mobile marketing.
- Assist in developing, maintaining and monitoring social media policy and procedure. Train department users on social media policy, procedures and best practices.
- Support/maintain content on cable television station bulletin boards, on-campus electronic signage, etc.

QUALIFICATIONS

- Associate's degree in marketing, communications, graphic design, visual communications or related field; Bachelor's degree preferred
- Evidence of on-going formal training in current applications for website design and desktop publishing
- At least three years' work experience in a position with responsibility for designing and updating a complex website; performing desktop publishing tasks
- An equivalent combination of education and experience providing the knowledge, skills, and abilities is acceptable.

Knowledge, Skills and Abilities

- Advanced knowledge of HTML; proficiency in Microsoft Office applications, Photoshop, InDesign or Illustrator, and social media platforms; working knowledge of Microsoft Web and Online Services infrastructure
- Strong written communication and project management skills and an ability to build consensus and work effectively across departments and functions
- Strong conceptualization, proofreading, and editing skills
- Ability to use recognized content management systems and quickly learn new applications and pinpoint problems with the website; recognize customers' limited knowledge; effectively demonstrate and instruct employees; maintain a high level of motivation; work independently, occasionally under pressure.

Conditions of Employment

- Physical Activity Level: Light – Sit sometimes, walk and stand sometimes

COMPENSATION: This is a full-time staff position eligible for comprehensive college benefits. The minimum of the pay grade is \$18.94/hour. Starting salary will be commensurate with education and experience.

APPLICATION PROCESS (for all applicants, including current College employees): Submit a completed college employment application* and a job-specific questionnaire* along with your resume. Applications will be accepted until the position is filled. (*Download these documents at www.lakelandcc.edu, click on 'Work at Lakeland', or pick up on campus in Room A2005). Send materials via e-mail to: HRJobs@lakelandcc.edu, or deliver to: Human Resources Department, Room A-2005 (applications and after-hours mailbox also located in hallway near Human Resources offices).

Lakeland Community College is an equal access and equal opportunity employer. We have a strong commitment to the principle of diversity and, in that spirit, seek a broad spectrum of candidates including women, minorities, people with disabilities and people over 40. Under-represented groups are encouraged to apply. If your disability requires special accommodations to participate in the application/interview process, contact the Human Resources Office at 440-525-7575.

