**Title:** Assistant Director, Web Communications

**Essential Function**
Under general supervision from the University Webmaster, manage the Web presence and initiatives of the University of Cincinnati and implement marketing initiative on and through the Web.

**Characteristic Duties**
- Manage the Web presence and initiatives of the University and implement marketing initiatives on and through the Web.
- Develop and manage context and content for primary to tertiary level web pages, as well as the Web pages of University units.
- Consult with University units on development of Web sites, including information architecture, design, and content and Web branding standards and policies.
- Implement and integrate the Web content management systems (CMS), including developing user-friendly Web interfaces, templates, documentation and training materials and providing CMS training support to units.
- Consult with University units on Web (CMS) needs, including identifying technical requirements, developing workflow systems and metadata information.
- Create and maintain data within the Web CMS database.
- Determine solutions and provide documentation for Web and electronic communications issues and projects, including answering Web technical inquires and migration of existing print materials to electronic media.
- Ensure regular updates of Web content and design.
- Lead Web usability and accessibility studies and research.
- Serve on University-wide Web-related committees.
- May provide direct supervision to exempt and non-exempt staff (i.e., hiring/firing, performance evaluations, disciplinary action, approve time off, etc.).
- Perform related duties based on departmental need.

**Minimum Qualifications**
- Bachelor’s degree with five (5) years experience –OR- Associate’s degree with seven (7) years experience; -OR- nine (9) years experience. Degree must be in Marketing, Public Relations, Communications, or a related field with experience in writing for the Web and developing Website and strategies. Experience may also require at least three (3) years supervision.

*Last updated: February 2007*