Classification Specification for Unclassified Service

**Title:** Manager Web Communications

**Pay Scale Group:** 17-1

**Essential Function**

Under general supervision from a designated administrator, manage the Web presence and initiatives for a college or department and implement marketing initiatives on and through the Web.

**Characteristic Duties**

Manage the Web presence and initiatives for a college or department and implement marketing initiatives on and through the Web; determine the communication requirements of the unit, and develop the overall web strategy to meet the unit’s communication goals.

Develop and manage context and content for primary to tertiary level web pages for the college/department. Apply consistent web standards and guidelines for style, content, and code consistent with university computer use policies, and relevant regulatory requirements. Ensure regular updates of Web content and design.

Consult with Governmental Relations & University Communications (GRUC); collaborate with University Communications team on related projects or development of Web sites, including information architecture, design, and content and Web branding standards and policies.

Collaborate with the University of Cincinnati Information Technology (UCIT) staff on technical issues and requirements and GRUC on Web (CMS) needs, including identifying technical requirements, developing workflow systems and metadata information.

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.

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 three (3) years’ experience, -OR- a combination of education and experience. Degree must be in a related field. Experience must include writing for the Web and developing Websites and strategies. Experience may also require at least one (1) year supervision.

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