Position Title: WEB COMMUNICATIONS MANAGER (Administrator I)

Recruitment #: #1903

Full/Part-Time: Full-Time

Permanent/Temporary: No tenure or permanent status can be achieved within the MPP.

Bargaining Unit: MPP

Salary: The salary is competitive, depending upon qualifications and experience of the successful candidate. This 12-month administrative position is part of the California State University Management Plan and includes an excellent benefits program.

Departments: University Advancement

Available: Immediately

Special Conditions: Background/ Fingerprint

Posted: June 12, 2015

Closing Date: Open until filled

Positions are open to all interested applicants, both on and off campus, unless this is an on-campus only recruitment.

APPLICATION PACKET REQUIREMENTS
This position requires (including those on campus) submission of:
- A standard CSU, Bakersfield job application (download at: http://www.csub.edu/bas/hr/EmployRecruit/Job%20Status%20Inquiry/index.html)
- Names of three professional references
- Copy of degree/transcripts/typing certificate, if required
- Brief description of how you are qualified for this position by virtue of your interest, aptitude, education and experience required.

The Web Communications Manager has primary and full-time responsibility for maintaining content on www.csub.edu, the official website of the University. This role is charged with ensuring the consistent look and feel of the University’s Web presence and maximizing the capabilities of the newly redesigned site. Primary functions will include coordinating with a wide cross section of University staff across the entire organization who create content for webpages within their areas, and ensuring content on all pages meets Web standards and is current, consistent, true and in alignment with the visual identity and mission of the University. In addition to writing, editing, and proofreading for the Web, this person will also work closely with the technical team to maintain site standards as well as grant permissions for content authors and page managers. The Web Communications Manager must be able to work autonomously, be an experienced project coordinator and have a sound understanding of Web management. This role will also be directly responsible for executing the on-going strategic direction of the site under the management of the Director of Public Affairs and Communications.

California State University, Bakersfield is committed to Equal Employment Opportunity. Applicants will be considered without regard to gender, race, age, color, religion, national origin, sexual orientation, genetic information, marital status, disability or covered veteran status.
DUTIES:
• Communicate with Web Liaisons in each department and division regarding issues concerning websites format, site mapping, permissions, links, graphics and photography
• Under direction of Director of Public Affairs, oversee Web structure, functionality and content standards.
• Maintenance of the university main page, gateway pages, blogs, and other top-level pages
• Consult with the campus community, campus website owners, managers, and content developers on how to implement a consistent Web content strategy, including identifying content shortfalls and offer direction for addressing those issues
• Facilitate content strategy projects for the websites under the Division of University Advancement
• Identify and train student assistants who will assist in Web content strategy across campus
• Create, develop and manage content for organization’s web presence (requires working with content management software)
• Coordinate web projects across departments
• Maintain a consistent look and feel throughout all web properties
• Track and report on all site metrics
• Work cooperatively with key staff members, faculty and vendors
• Provide training support and consulting services to university website maintainers (Web Liaisons)
• Manage official social media channels (Facebook, Twitter, You Tube, Pinterest)
• Provide direction and leadership to specific, identified communications personnel

REQUIRED QUALIFICATIONS:
• BA or BFA degree in English, Journalism, Communication, Technical Writing or a related field which includes relevant coursework in the field (attach degree/ transcripts to demonstrate qualifications)
• Minimum of two years recent (within 2 to 3 years) related professional experience and experience managing personnel
• Basic knowledge of HTML and experience with popular content management systems and their relation to servers (Drupal, Cascade Server etc.)
• Ability to manage multiple projects in a fast-paced, deadline-driven environment
• Proven ability to build consensus and work effectively within a cross-departmental team
• Demonstrated experience in writing techniques specifically for Web delivery
• Demonstrated experience in working in a large organization in a support position
• Ability to communicate well verbally and interact with members of the campus community and students
• Strong understanding of Web analytics
• Exceptional organizational and analytical skills
• Ability to hire, evaluate and motivate employees
• Incumbent must successfully pass a background/fingerprint check.

PREFERRED QUALIFICATIONS:
• Basic Adobe Photoshop skills
• Advanced knowledge of HTML, experience with popular content mgmt. systems (Hannon Hill, Cascade Servers)

SCREENING: Only those applicants possessing experience most directly related to the immediate needs of the office will be invited to appear before a Qualifications Appraisal Board for the purpose of appraising training, experience and interest in the position.

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MANDATED REPORTER: The person holding this position is considered a “mandated reporter” under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.

DESIGNATED POSITION: If the duties of this position include participation in decisions that may have a material financial benefit to the incumbent, the selected candidate will be required to file Conflict of Interest Form 700: Statement of Economic Interest when they first occupy the position, and on an annual basis, complete ethics training within 6 months of appointment, and attend this training every other year thereafter.

GENERAL INFORMATION: It is the policy of California State University; Bakersfield to hire only United States citizens and aliens lawfully authorized to work in the United States. All new employees will be required to present documentation verifying their right to accept employment. You will also be requested to present a social security card at the time of initial appointment in compliance with state payroll regulations. State regulations require that every state employee sign the Oath of Allegiance prior to commencing the duties of his/her State employment, except legally employed non-citizens. These individuals are required to sign the Declaration of Permission to Work.

APPLICATION PROCEDURE: Official California State University, Bakersfield application forms must be completed in full and received in the Human Resources Office by 5:00 p.m. on/or postmarked by the specified closing date, unless otherwise indicated. Resumes are welcomed but will not be accepted in place of the official application. E-mailed or faxed applications or resumes will also not be accepted.

Applications are available outside the Office of Human Resources and may be downloaded from the Human Resources website. Candidates who reside outside the city of Bakersfield may contact the Office of Human Resources and request that an application be mailed to their residence. It takes a minimum of 4-6 weeks from the closing date for a position to be filled.

To check the status of your application, go to the Human Resources’ Job Opening/Status Inquiry page at http://www.csub.edu/bas/hr/EmployRecruit/Job%20Status%20Inquiry/index.html and click on the “Job Status” icon link. Applicants will not receive individual notifications. Upon submission, all application materials become the exclusive property of California State University, Bakersfield and will not be copied or returned.