### CSUB JOB ANNOUNCEMENT

<table>
<thead>
<tr>
<th>Position Title:</th>
<th>WEB SERVICES &amp; COMMUNICATIONS MANAGER (Administrator I)</th>
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</thead>
<tbody>
<tr>
<td>Recruitment #:</td>
<td>#1982</td>
</tr>
<tr>
<td>Full/Part-Time:</td>
<td>Full-Time</td>
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<tr>
<td>Employment Type:</td>
<td>MPP – this administrative position is part of the California State University Management Personnel Plan. No tenure or permanent status can be achieved within the MPP.</td>
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<td>Bargaining Unit:</td>
<td>M80</td>
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<tr>
<td>Salary:</td>
<td>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.</td>
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<td>Department:</td>
<td>Information Technology Services</td>
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<td>Available:</td>
<td>February 1, 2016</td>
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<tr>
<td>Special Conditions:</td>
<td>Background/ Fingerprint &amp; Credit Clearance</td>
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<tr>
<td>Sensitive Position:</td>
<td>Yes</td>
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<tr>
<td>Posted:</td>
<td>January 22, 2016</td>
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<tr>
<td>Closing Date:</td>
<td>For priority consideration, application materials must be received by February 12, 2016, however, the position will remain open until filled.</td>
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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](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 Services & Communications Manager has primary and full-time responsibility for leading and coordinating with a broad campus community on projects and services involving campus web properties, developing and monitoring the brand of CSUB, developing design templates, coordinating with the campus community to develop the expertise of web content creators and publishers within departments, delivering training on web technologies and managing the campus content management system.

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*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: This role will be responsible for executing the on-going strategic direction of all campus web communication properties working within Information Technology Services but being driven by the web governance board in partnership with University Advancement and our Academic Schools. Primary functions will include:

- Develop a web governance and advisory process to manage the University Web and Communications properties to make sure our web sites are in line with the University message.
- Coordination with a cross section of University staff across the entire organization who create content for webpages within their respective departments.
- Ensure content meets web standards including unity and clarity of the University message, accessibility, and is in line with CSUB's visual identity.
- Lead projects that involve, extend, or replace our campus web properties across the university.
- Provide analytics, campaign support, and search engine optimization for CSUB web properties.
- Provide vendor management and service level expectations for cloud and hosted solutions.
- Write, edit and proofread for the web.
- Work with technical staff from ITS and communication staff from University Advancement to maintain the University web presence and educate the campus web liaisons from academic, administrative, and auxiliary units.
- Manage CSUB's Web Content Management System
- Works cooperatively with the college community to develop strategic and tactical plans to facilitate and coordinate the delivery of our web presence, branding, strategic web usage, projects, and services. Maintains open communication with stakeholders to assure our web strategy and services meet the needs of the campus.
- Participates in all phases of projects including design, development, testing, and implementation to develop web properties (sites, applications) which require the creation and maintenance of the CSUB brands, creation of web design templates that support the brand and implementation of those templates into production using current web technologies within our web content technologies.
- Specifically maintain the university main page, gateway pages, blogs, and other top-level pages including social media integration to support CSUB.
- Coordinate, train, and consult the web liaisons from each department and division regarding publishing content to our web content management system.
- Must be able to work independently with general supervision, have excellent design and web skills, and be able to lead web projects from idea to implementation.
- Perform other job-related duties and special projects as assigned.

REQUIRED QUALIFICATIONS: Bachelor's degree in Design, English, Journalism, Communication, Technical Writing or a related field which includes relevant coursework in the field.

- Minimum of three years in a web manager, web site designer, or public relations role with experience managing web properties and projects.
- Experience in leading strategic web transformations and using the web for tactical and strategic initiatives.
- Experience with HTML and CSS, JavaScript, and other technologies used to create modern web properties. Must be able to provide 3-5 sites which have been developed or managed by applicant.
- Experience with popular content management systems including administration and expanding the system to meet needs (Drupal, WordPress, 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 leadership and support position
- Ability to communicate well verbally and interact with members of the campus community and students
- Strong understanding of Web analytics and optimizing web sites
- Exceptional organizational and analytical skills
- Ability to hire, evaluate and motivate employees
- Incumbent must successfully pass a background/fingerprint check.

PREFERRED QUALIFICATIONS: Experience developing web applications with modern development languages including jQuery, angular, ajax, JavaScript, or other languages such as PHP, .net.

SPECIAL CONDITIONS:

- Must be willing to travel and attend training programs off-site for occasional professional development.

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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.

BACKGROUND CHECK: A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered a position with the CSU. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSU employees who apply for the position.

SENSITIVE POSITION: Sensitive positions are designated by the CSU as requiring heightened scrutiny of individuals holding the position, based on potential for harm to children, concerns for the safety and security of the people, animals, or property, or heightened risk of financial loss to the CSU or individuals in the university community.

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.