WEB PRODUCER

DEFINITION

Under general supervision of the Director of Marketing and Communications, designs and implements eCommerce, eMarketing and related strategies, policies, procedures, methods and processes for Cabrillo’s website and performs related duties as required or assigned.

CLASS CHARACTERISTICS

This is a professional level classification assigned primary responsibility for designing, recommending and implementing a college-wide content development and traffic generation / conversion plan for Cabrillo’s website. The Web Producer manages, prioritizes and promotes design/content recommendations based on usability practices and market research and is responsible for ensuring all web pages adhere to the college’s brand identity standards.

EXAMPLES OF DUTIES (Illustrative Only)

- Oversees, designs and monitors the top three levels of content on the Cabrillo web site (excluding faculty pages); ensures that web site content meets standards, guidelines, objectives and specifications, and is delivered on time with all appropriate approvals (E)
- Creates and implements a comprehensive traffic generation and conversion plan for the college’s web site; establishes and monitors compliance with SEO standards (E)
- Represents the Marketing and Communications department and college branding requirements on web-based initiatives and projects; manages the production of web content from inception through publishing and maintenance (E)
- Participates in the development and materials creation for the college’s site to ensure ease of use and consistency in content and editorial voice (E)
- Leads and facilitates meetings with stakeholders to define the intended user experience and develops documentation that articulates that experience; integrates and collaborates with department, faculty and student developed sites to showcase their work and make needed learning tools easier to find (E)
- Creates and maintains project schedules, scope, and budgets; tracks deliverables and works with authors, IT department, editors and publishers and other relevant stakeholders to meet agreed-upon schedules (E)
- Defines metrics to measure the success of web initiatives and provides key stakeholders with regular reporting of web marketing information and actionable data to drive the college’s web marketing objectives (E)
- Identifies necessary resources, gathers content requirements and collaborates with designers, copywriters, photographers, illustrators, videographers, and other content contributors to ensure projects are completed according to specifications and on schedule (E)
- Manages technical and content aspects of Marketing and Communications department-generated outbound electronic communications, including customer email newsletter distribution, email prospecting, and automated confirmations (E)
- Collaborates with IT and content creators to ensure tight integration between "front" and "backend" of web site(s) and compatibility between design and technical requirements (E)
- Designs and maintains all of the college’s official web page templates to ensure all college web pages adhere to the college’s web, identity and branding requirements (E)
- Perform related duties as required or assigned

(E) = designates essential functions
QUALIFICATIONS

Knowledge of:

- Principles and best practices for web design, web content creation and web marketing strategies, marketing communications, and direct marketing strategies, relational customer databases and management, privacy regulations, web usability, dynamic content management systems, and keyword search seeding
- Web programming languages and techniques
- Best practices in web usability and design
- Content management systems
- Windows, Macintosh and Linux operating systems
- Design and development principles for creation and maintenance of on-line communities
- Section 508 accessibility requirements
- Search Engine Optimization (SEO), Internet advertising and viral marketing techniques

Skill in:

- Designing effective and compelling web pages and websites using various programming languages and techniques such as HTML, Cold Fusion, DHTML, SQL, CGI, Perl, PHP, XML, Java and Javascript, Flash, CSS, RSS, web 2.0, Dreamweaver, Contribute and other state-of-the-art web technologies, applications and tools
- Podcasting, blogging, live chatting, and other contemporary multimedia functionality for websites
- Writing technical documentation and business requirements for web pages and applications
- Detail-oriented and effective follow-through
- Identifying and initiating effective action items, multi-tasking, and performing and organizing work independently
- Effective interpersonal and communication skills, orally, electronically and in writing
- Analyzing site performance, trends and metrics
- Project management
- Using initiative to solve complex problems
- Developing web marketing and communication strategies for diverse constituencies

Other requirements:

- Must possess a valid California driver's license and a safe driving record
- Must be willing to work days, evenings, and weekends at on and off campus locations

Desirable:

- Experience in designing and deploying web marketing strategies directed at a variety of higher education audiences

Education and Experience:

Equivalent to four years of college level course work with major course work in communication, computer science, graphic design, marketing, business administration or a closely related field and 3 years of increasingly responsible experience in web site design, search engine optimization and content management for large and complex web sites.

Established: April 10, 2008