

TOMPKINS CORTLAND COMMUNITY COLLEGE

POSITION TITLE

Web Specialist

GRADE

2

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ORGANIZATIONAL UNIT

Campus Technology

REPORTS TO

Chief Information Officer

APPROVED BY

SUMMARY

Maintains the College's website content and ensures its effectiveness as a communications tool for the College serving external and internal audiences. Responsible for the development, design, editorial content, and organization of the College's website. Provides strategic guidance for website organization/navigation, as well as content and design. Works with external vendor(s) to complete technical web tasks. Serves as a member of the campus technology team.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Maintains the College website. Manages routine maintenance and ensures content is current and accurate.
2. Provides training and technical support to campus constituents to help them develop and maintain their web pages. Assesses informational and operational needs and works collaboratively and proactively with a wide range of college departments, faculty, staff, and students to produce high-quality, effective web solutions. Develops and distributes materials that outline web policies, design standards, and protocol.
3. Stays current with accessibility guidelines and ensures all College web pages comply with relevant accessibility guidelines.
4. Works with the other departments to assure effective coordination and integration of software running on the College website.
5. Serves as a member of the creative team that develops communications strategies and concepts.
6. Works with necessary external vendor(s) as needed to complete technical projects related to the website.
7. Develops and implements analytical tools for offline and real-time monitoring of website usage and performance. Conducts usability studies that measure interface effectiveness and inform strategic planning.
8. Ensures that the College website can function as an effective vehicle for emergency communications or other timely and important announcements. Provides support as needed in crisis or emergency situations.

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9. Follows appropriate security procedures to ensure web applications and content provide adequate data and privacy protection. Works with appropriate staff to provide support for survey and simple data collection web pages.
10. Serves on various college committees and performs other job-related tasks as assigned.

SUPERVISION

Types Supervised (check each category):

_____ Classified Staff
_____ Administrative
_____ Faculty
_____ Non-credit adjunct faculty,
students, etc.

Indicate number in each category:

_____ # of Classified Staff
_____ # of Administrative
_____ # of Faculty
_____ # of Non-credit adjunct faculty,
students, etc.

MINIMUM QUALIFICATIONS

Bachelor 's degree in a related field and two years of professional experience or Associate's degree and five year of professional experience.

DESIRED QUALIFICATIONS

Bachelor 's degree in a related field and four years of professional experience.