



Bluefield State College

Job Vacancy Announcement

Digital Web Specialist

POSITION TITLE: Digital Web Specialist

JVA#: 2020-06

DEPARTMENT: Media Relations

POSITION CLASSIFICATION/COMPENSATION: This position is Nonclassified, Full-time, carries an Exempt status under the Fair Labor Standards Act, and serves at the will and pleasure of the President. Actual compensation will be commensurate with specific qualifications and experience related to the position. Position is contingent upon available federal grant funding.

POSITION SUMMARY: Reporting to the Chief Marketing Officer (CMO), the **Digital Web Specialist** ensures all digital experiences align with and support the College's mission, vision, values, brand strategy and strategic goals. This position is responsible for optimizing new and emerging digital technologies and best practices to influence positive public relations effectiveness relative to web design, digital content development and management, analytics, email branding, content strategy, search engine optimization and measurements toward achieving ultimate preferment of Bluefield State College.

CORE RESPONSIBILITIES:

- Develop and manage content for Bluefield State College's website as it relates to media relations, including but not limited to maintaining website modifications, posting content materials such as video, graphics, visual enhancements, and providing best practice functionality regarding usability and search engine optimization (SEO) in order to provide visitors and end users the best possible experience. Seek new ways to make use of current technology for the website; starting with mobile and adjusting features and functionality to accommodate multiple platforms and screen sizes.
- Consult and work closely with the appropriate internal and external faculty, staff and stakeholders to enhance content for the website to the highest level of performance possible. Analyze current application software for the campus calendar, web forms, and social media accounts to ensure they are optimized for performance, tracking and usability to meet customer end-user needs. Perform new site builds and site enhancements and improvements as appropriate to ensure that web content is relevant, timely, accurate, efficient and effective.
- Stay current with cutting-edge technology to research and recommend improvements and changes. Ensure that the website content and its functionality is always mobile-friendly, multi-platform ready, and that the sites support the institution's brand identity.
- Review key website metrics and monitor analytics in consultation with supervisor. Maintain responsive website design.
- Adherence to web-based industry standards such as those outlined in the Web Content Accessibility Guidelines (WCAG).

- Comply with relevant federal/state regulations, reporting requirements, and policies, and procedures of the BSC Board of Governors and West Virginia Higher Education Policy Commission.
- Perform other duties as assigned by supervisor.

MINIMUM REQUIRED QUALIFICATIONS:

- Bachelor’s degree from an accredited college or university, preferably in computer science or related discipline.
- At least three months experience in each of the following areas: 1). developing and managing web content; 2). search engine optimization (SEO) techniques and website strategy; and 3). front-end and server-side web technologies and programming platforms, such as HTML 5, XHTML/XML/XSL/XSLT, Javascript, JQuery, AJAX, CSS 3.0, ASP, ASP.NET, MVC, PHP, APEX, and Visualforce.
- Demonstrates working knowledge of contemporary content management systems, project management, web analytics and social media strategy.
- Ability to produce and measure the effectiveness of content across a wide range of platforms, including social media, digital media, and websites.
- Understanding of higher education environment.
- Excellent written and verbal communication skills, and ability to express complex concepts clearly and effectively.
- Ability to work in a variety of web-server environments/frameworks, such as: IIS 7.0/Ingeniux CMS, and Apache/Drupal, Salesforce/force.com.
- Superior project management skills, including ability to effectively set priorities and manage multiple tasks.
- Proficiency of search engine optimization principles.
- Familiarity with the fundamentals of web design that maximizes responsive/adaptive displaying of information and accessibility.
- Ability to define customer needs, develop, deliver and document projects.
- Positive attitude, proven ability to work successfully with diverse populations and demonstrated commitment to promote and enhance diversity and inclusion.
- This position may work limited evening and weekend hours as needed.
- Valid State Driver’s License.

PREFERRED QUALIFICATIONS:

- Experience in digital media development, content marketing, and/or digital advertising.

THE COLLEGE: The mission of Bluefield State College is to provide students an affordable, accessible opportunity for public higher education. A historically black institution, Bluefield State College prepares students for diverse professions, graduate study, informed citizenship, community involvement, and public service in an ever-changing global society. More information about the College is available at www.bluefieldstate.edu.

APPLICATION PROCEDURE: Completed applications are to be submitted in electronic format only to humanresources@bluefieldstate.edu and must include:

1. Letter of interest specific to the position;

2. A completed BSC Employment Application (form available at <https://www.bluefieldstate.edu/resources/human-resources/jobs>)
3. Resume/CV;
4. Contact information for at least three professional references; and
5. Transcripts (unofficial transcripts are acceptable for the application process; official transcripts will be required of the selected candidate).

DATE POSTED: **June 12, 2020**

CLOSING DATE: For full consideration, applications must be received by 4:00 pm EST, Friday, **June 26, 2020**. Applications will be accepted until position is filled; however, applications received after the deadline may not receive full consideration.

Bluefield State College is an HBCU, AA/EOE/ADA employer, committed to the principle that minorities, women, veterans, and individuals with disabilities are encouraged to apply. The college complies with all applicable federal and state laws designed to promote equal educational and employment opportunities. Bluefield State College does not provide H1B visa or employment sponsorship.