

## **THE UNIVERSITY OF WYOMING JOB DESCRIPTION**

This is a description of a staff position at the University of Wyoming not a job opening announcement. Look for current job openings at the following link: [UW Human Resources](#).

*The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.*

**Title:** WEBSITE COORDINATOR

**Reports To:** Designated Supervisor

**UW Job Code:** 3759

**UW Job Family:** 38 - Computer Professional

**SOC Code:** 15-1254

**FLSA:** Exempt

**Pay Grade:** 20

**Date:** 4-6-98 (revised 12-1-01; 7-1-02; 7-1-04; 7-1-08; 4-1-11; 6-1-22)

### **JOB PURPOSE:**

Coordinate, develop, enhance, modify, and maintain websites and other digital marketing platforms. Gather information from multiple sources and publish information on designated web pages using the University's content management system (CMS). Identify and implement enhanced content opportunities to enhance the overall user experience using best practices in usability and Search Engine Optimization (SEO). Assist with digital marketing production including website-optimized graphics, writing and other necessary assets to help create positive visual experiences for website end users.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Coordinate and gather information for website management.
- Write content for and build web pages that are consistent with the UW brand, website content strategies and usability.
- Become familiar with best practices for Search Engine Management (SEM) and Search Engine Optimization (SEO) and utilize knowledge within the UW website by identifying top keywords and phrases.
- Become familiar with Google Analytics and other web analytics software and tools, analyze website performance and identify optimization opportunities to better serve the intended audiences.
- Become familiar with best practices and implement accessibility compliance on web pages as set forth by the American Disability Association (ADA) to ensure equitable access for all website users.
- Plan, design, develop, test, edit, maintain, and document look and flow of websites. Utilize web-based software tools for managing web content.
- Become familiar with HTML to help troubleshoot source code errors and content embedding functionality.
- Communicate with users to incorporate user needs and changes to correct problem situations.

- Design and optimize images and other graphics within the UW brand standards to enhance appearance of the website.
- Create reports and analysis recommendations using various software tools that support the university's web and digital marketing strategies.

### **SUPPLEMENTAL FUNCTIONS:**

- Learn, use and provide training on the UW CMS to other website authors.
- Host supplemental training sessions (virtually) for CMS authors to address common issues.
- Assist in website upgrades, design improvements and site content migrations.
- Write documentation for support of website coordination and site management.
- Other duties as assigned.

### **COMPETENCIES:**

- Consistency
- Initiative
- Attention to Detail
- Ability to Learn
- Independence
- Technical/Professional Knowledge

### **MINIMUM QUALIFICATIONS:**

Education: **Bachelor's degree in a related field**

Experience: **1 year work-related experience**

Required licensure, certification, registration or other requirements: **None**

### **KNOWLEDGE, SKILLS, AND ABILITIES:**

Knowledge of:

- Computer equipment.
- Internet/intranet network systems.
- Computer applications for website development.
- Web development and publishing software used in the department.
- Communications techniques and design.
- Marketing practices and methods.
- Copyright regulations and privacy laws.
- Marketing communications, advertising, and publications.

Skills and Abilities to:

- Design effective, informative website.
- Analyze problems and develop solutions and recommendations.

- Maintain website and stay current with web technology.
- Make decisions on website development.
- Utilize web coding such as hypertext markup language (HTML) or JavaScript to create and maintain website (s).
- Evaluate website performance.
- Translate technical information into user-friendly program documentation.
- Create marketing materials.

### **WORKING CONDITIONS:**

Standard office environment; regular exposure to video terminal displays; occasional exposure to electrical hazards; some work performed in confined spaces.

### **DISTINGUISHING FEATURES:**

**Website Coordinator:** Provides coordination of website usage including development, enhancement, and maintenance using web-based software tools. May assist in developing both physical and electronic marketing and promotional materials for the department or area.

**Website Designer:** Provides expert assistance in the design/enhancement of websites including designing graphics and testing sites for performance improvement and developing policies related to website development and usage. Designs and markets the University's website.

Authorized by Classification/Compensation, Human Resources

Employees may be requested to perform job-related tasks other than those specifically presented in this description. Participating in the University's hazardous waste minimization program is part of the job of each employee who uses (or may come in contact with) hazardous materials. Fair Labor Standards Act (exempt/non-exempt) is designated by position. University of Wyoming actively supports Americans with Disabilities Act and will consider reasonable accommodations.