

**POSITION TITLE:**  
Web Coordinator

**REPORTS TO:**  
Director of Marketing Public Relations

**LOCATION:**  
Erie Campus, Old Main

**POSITION CLASSIFICATION:**  
Administration

**DEPARTMENT:**  
Marketing Public Relations

**FLSA STATUS:**  
Exempt

**SHIFT:**  
First

**POSITION STATUS:**  
Full-time

## **OVERVIEW**

The Web Coordinator is responsible for the strategy, development and maintenance of the college's external websites. The Web Coordinator monitors analytics and audience trending, optimizes content and coding, and makes navigational changes to ensure high organic search rankings. This position is also responsible for creating an engaging web environment including video production and integration of other technology within the sites. The ability to create new websites outside the CMS system and to provide accurate results under tight deadlines is also required. The ideal candidate will have bachelor's degree in marketing, new media, web development or related fields and three to five years experience in website management using content management systems. Demonstrated knowledge of basic HTML, photo editing and video editing are also required.

## **ESSENTIAL DUTIES & RESPONSIBILITIES**

Including the following, other duties may be assigned.

- Manage and optimize external college websites to ensure the web is fresh, accurate, and consistent with the College brand.
- Work within the Marketing and Public Relations Department to develop the online component of integrated marketing campaigns.
- Oversee the content management system (CMS) and act as the liaison between the College's CMS end-users, the Marketing and Public Relations Department and Web vendors.
- Continuously review and optimize content and coding to improve online effectiveness in search rankings and traffic volume.
- Train internal audiences to use the college's CMS system and ensure the end-user's updates meet the college's brand and copy standards and are in line with the web strategy.
- Create, edit and publish web media (audio, video, photography) to provide a highly interactive experience for visitors to the various websites.
- Oversee and make strategic recommendations based on Web and target audience trending.
- Research and implement new and emerging media to enhance the college's web presence.
- Provide accurate results under tight deadlines.

## **QUALIFICATIONS**

*Minimum Qualifications* - Bachelor's degree from an accredited college or university and three years work experience in web management required. Excellent written, oral and interpersonal skills. Strong computer skills required including experience with content management systems, HTML and video editing software preferably Premier and Photoshop or another photo editing software. Ability to work with a variety of audiences. May be asked to travel to the college's other campuses. Infrequent weekend or evening hours may be required.

*Mathematical & Reasoning Skills* - Basic computational skills. Ability to interpret and verify a variety of instructions furnished in written, oral, diagram, or schedule form.

*Computer Skills* – Knowledge of Microsoft Word, Outlook or Entourage, content management systems, basic HTML and Photoshop (or comparable photo editing software) is a necessity. Experience with all Microsoft Office products and video editing software and photo editing software is strongly recommended.

*Physical Demands* - The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds.

*Scheduling* - While the position is primarily first shift, occasional evening and weekend hours and regional travel are required.

*Work Environment* - The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually quiet.

## **ABOUT MERCYHURST**

Mercyhurst College is a private, Catholic institution founded by the Sisters of Mercy. The institution's main campus is situated on 70-acres in Erie, Pa., overlooking the great lake. Enrollment at the Erie campus is approximately 3,100 and offers more than 50 undergraduate programs and five graduate degrees. For a complete profile, please visit: <http://mercyhurst.edu/campus/profiles/erie> or browse the institution's website at <http://www.mercyhurst.edu>.

## **APPLICATION PROCESS**

Review of applications will begin immediately and continue until position is filled. Send cover letter, resume, and names and contact information of three work-related references to:

Human Resources  
Mercyhurst College  
501 East 38th Street  
Erie, PA 16546 (814) 824-2020 (fax)  
[hrinfo@mercyhurst.edu](mailto:hrinfo@mercyhurst.edu) (email)

Mercyhurst College is an Equal Employment Opportunity Employer that encourages members of diverse groups to apply.