

## **North Florida College Job Description**

**Job Title:** Web Design and Multimedia Specialist  
**Department:** College Advancement  
**Reports To:** Director of College Advancement  
**FLSA Status:** Exempt (Professional)  
**Prepared By:** HR Department  
**Prepared Date:** June 28, 2022  
**Approved By:**  
**Revised Date:**

### **SUMMARY**

The Web Design and Multimedia Specialist will assist with NFC's online and interactive presence, using all forms of visual communications, design theory, and multimedia to promote, market, and further develop the college's mission, vision, and goals. The Specialist will assist with content creation, with opportunities to interview, write, and communicate across all marketing mediums.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

Below are listed the primary tasks identified for this position. The duties articulated though not exhaustive, indicate the majority of the functions assigned to this position. Other duties may be assigned based on institutional need.

1. Assist with website programming including usability, performance, accessibility, and search engine optimization enhancement.
2. Assist with website content management including existing website maintenance and future website content migration.
3. Manage website statistics monitoring and reporting to understand the complete marketing cycle from creative concept to student conversion.
4. Search engine optimization techniques using third-party tools and reporting techniques.
5. Coordinate with multiple departments to ensure content is relevant, usable, and upholds the college's programs, initiatives, and special events.
6. Assist with the development, production, and execution creative web and social media concepts on assigned projects: Design graphics for the web such as e-newsletters, social media imagery, website imagery, etc.
7. Manage digital ad development.
8. Update digital signage with approved content.
9. Assist with department's production and content calendars.
10. Assist the Recruitment Coordinator with recruitment events, presentations, processes, promotions, etc. as needed; travel within our service district may be required.

## **SUPERVISORY RESPONSIBILITIES**

This job has supervisory responsibilities.

## **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Knowledge of creative and web design principles, design software/code, and hosting platforms.
2. Knowledge of search engine optimization principles.
3. Proficient in understanding cross-browser compatibility issues.
4. Knowledge of graphic design principles and software.
5. Knowledge of the principles and techniques of public relations, public information, mass communications, journalism, news reporting, editing, advertising, or marketing.
6. Ability to establish and maintain an effective working relationship with others.
7. Ability to follow through on assignments with attention to detail.
8. Ability to make independent judgement in the absence of supervisor.
9. Ability to maintain a courteous and professional demeanor while interacting with others.
10. Must have a valid driver's license, proof of insurance, and reliable vehicle; use of vehicle may be required for local travel.

## **EDUCATION and/or EXPERIENCE**

Associates degree and 3 (3) years related experience are required. A combination of education and experience, will be considered.

## **LANGUAGE SKILLS**

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.

## **MATHEMATICAL SKILLS**

Ability to calculate figures and amounts such as gross expense, gross receipts, net expense and net revenues.

## **REASONING ABILITY**

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

## **CERTIFICATES, LICENSES, REGISTRATIONS**

### **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 regularly required to use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; talk or hear; and taste or smell. The employee is occasionally required to stand, walk, and sit. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

### **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.

While performing the duties of this job, the employee is occasionally exposed to outside weather conditions. The noise level in the work environment is usually moderate.