**Department of Human Resources**

**OPSEU Job Description**

**Job Title:** Web Developer/New Media Designer

**Job Number:** C-045

**NOC:** 2175

**Band:** 11

**Department:** Marketing &Communications

**Supervisor Title:** Manager, Digital Marketing

**Last Reviewed:** November 29, 2011

**Job Purpose**

The University’s Web site is seen as the institution’s primary reputation and information vehicle, the pivotal access point for external and internal audiences and the day-to-day functioning of the University’s operations. Reporting to the Manager, Digital Marketing, the Web Developer and New Media Designer is a team lead role which oversees and actively participates in the overall structure and design of the Web site, Intranet and Social Media, and is responsible for the long-term strategic plan for the University Web site and Intranet in support of the University’s integrated plan, missions and values, and strategic communications objectives set by the Manager, Digital Marketing and Executive Director of Marketing & Communications, Recruitment & Admissions. Integral to the priorities of financial stability, strategic enrollment management, academic excellence and community connections, this position leads and supervises specific projects as assigned by upper management and emphasizes a combination of strong project management, business needs analysis, organizational, programming, design, and content management skills, as well as a strong customer service orientation.

**Key Activities**

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| 1. Integrated Web Presence (IWP) team (Co-Chair) – lead cross-departmental team that analyzes the online experience for all members of the Trent community and optimizes the experience for all users. The IWP project is an ongoing pan-university multi-year project with a team consisting of the AVP, I.T., the managers of I.T.; reporting to PPG and a Steering Committee comprising AVPs and Directors. The IWP project initiates new policies and work processes in the context of the entire University based on collaborations across numerous administrative and academic departments. This position presents regular update reports to PVP, PPG, SEM, Extended Management among other stakeholder groups on a regular basis; co-ordinates the priorities for a working team of I.T. Managers and Directors; consults with groups across the University and externally in a business needs analysis function; initiates new workflows and policies and brings them forward to the Steering Committee; schedules and facilitates focus group sessions to include all members of the Trent community across all departments as well as external community members such as prospective students to determine needs and implement solutions. | **35%** |
| 1. Based on the IWP process, identifies current and future University Web site and Intranet needs and priorities, and together with Marketing and Communications colleagues, develops annual plan and strategies to enhance the University’s web marketing image, portal and social media presence in order to increase enrollment and enhance the University’s reputation, in accordance with the President’s integrated plan. Acts as Team Lead and actively engages with the Web Information Officer to implement strategies. | **20%** |
| 1. Creates and maintains a logical, easily navigated structure for the University web site and, together with Marketing and Communications colleagues, prioritizes, writes and edits information and messaging, designs and/or maintains the University’s web marketing image and presence as well as new media applications to support department strategies and Trent University identity and market positioning standards. Liaises with departmental managers to strategically plan out their Web site and intranet needs and advises and supports both administrative and academic departments in the development of their web sites in accordance with the University’s strategic enrollment plan and marketing plan. Organizes training sessions and delivers modules to departments. | **15%** |
| 1. Lead the Web Information Officer, set and maintain goals, ensure objectives are met and that a strong customer service orientation is maintained. Provides regular reports on progress and human resources issues to Manager, Digital Marketing. | **10%** |
| 1. Identifies, develops, and writes Web publishing policies and ensures compliance with these policies for the both the Web site and the Intranet. Leads the development and implementation of Web policy, procedures and standards for both the Web site and the intranet. | **10%** |
| 1. Implement new, interactive Web components for the University Web site, including but not limited to online market research (survey) vehicles for prospective and current students, virtual tours, podcasts, innovative use of video and audio, and other new media to enhance the overall attractiveness and utility of the Trent Web site as a reflection of the quality learning and research environment at Trent. | **4%** |
| 1. Be available/on-call during emergencies or other exceptional circumstances to ensure the Web site and intranet are refreshed with up-to-the-minute information as scenarios develop. Work with IT team to ensure consistent and unfailing functionality for the University’s World Wide Web presence. | **2%** |
| 1. Lead the development of new Marketing and Communications material from the new media perspective and support the conversion of print material into new media when required. | **2%** |
| 1. Support special events, objectives of the Manager, Digital Marketing, other Marketing and Communications Office initiatives and other projects as assigned. | **2%** |

**Education**

Honours University Degree (4 year).

**Experience Required**

Six to ten years of experience.

**Responsibility for the Work of Others**

Indirect Responsibility

* Lead Hand to Web Information Officer – full time
* Marketing and Communications Part-time Students
* IWP Content Assistant (contract)
* Working Group members of IWP

**Communication**

Internal:

* Senior management – presents regular updates on projects as they develop, advises on course of action
* Upper (what’s the difference between “Senior” management and “Upper” management?) management – present updates on projects as they develop, advise on course of action
* Management – prepares web concepts e.g. marketing materials of University
* Management – advises on course of action
* Staff – responds to requests for support on web development and other technical issues
* Departmental liaisons – provides guidance regarding design / structure of departmental web sites
* Staff – trains staff on content management software
* Faculty / Staff – implementation of new web site structure / design
* Current students – feedback / focus group sessions to determine needs

External:

* All community members; prospects, applicants, parents, teachers, guidance counselors, etc.; - needs analysis for online engagement
* Outside suppliers (e.g. designers, printers, programmers, consultants) – request quotes, hire for work
* Outside suppliers (e.g. designers, printers, programmers, consultants) – manage projects as worked by outside suppliers
* Prospective students – research and focus group sessions

**Motor/ Sensory Skills**

* fine motor skills, dexterity - Keyboarding, requiring both speed and accuracy.
* Sensory skills – eyesight/hearing - Entire job deals with design, marketing (“look and feel”), and communication.

**Effort**

Mental:

* Sustained attention - Required in strategic planning and development of web and intranet structure / information architecture
* Sustained attention - Required in learning and executing technical duties
* Multi-tasking - Required daily routine – switch priorities during daily work

Physical:

* Sitting - Long periods of time at computer
* Keyboarding/Mousing - Long periods of time at computer
* Walking/Movement - Attendance to various events/functions

**Working Conditions**

Psychological:

* Working to deadlines that arise from outside sources