Job Title: Manager, Web Communications & Publications

Reports to: Director, Public Affairs & Marketing
FLSA Status: Exempt
Level: 212

Job Summary:
This position is responsible for managing an integrated publications and Web communications program promoting State College of Florida, Manatee-Sarasota using print and other media including digital and Web; overseeing overall consistency in content, visual standards, quality and accuracy of materials; ensuring that Web information is current, accurate and consistent with print; facilitating the implementation of College-wide editorial and content standards in all formats; providing strategic advice for the adaptation of print, digital and Web-based materials to broadcast and other emerging formats.

NOTE: Job descriptions and essential functions are subject to change due to advances in technology, utilization of work force, and other factors which may impact the College’s need to modify position requirements.

Essential Duties and Responsibilities:
The following listing of essential job duties indicates the general nature and level of work required in this job. This is not designed to be a comprehensive listing of all the activities, duties, or responsibilities that may be required in this job. Individuals assigned to this job may be asked to perform other duties as required. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities of the job.

Applicants may be asked to demonstrate any or all of the following duties:

1. Under the general direction of the Director of Public Affairs & Marketing, plans, coordinates and implements a total publications program for the College to achieve College goals and objectives.

2. Manages institutional Web communications and presentation; helps ensure that Web information is current, accurate and consistent with printed material.

3. Works with internal clients and external vendors as necessary, acts as chief publications adviser for the College, assessing publication needs and creating or overseeing the creation, production and budgets of materials, including but not limited to the catalog, class schedules, viewbook and other promotional and institutional publications (all formats, print and other media).
4. Maintains and publishes (and helps develop as changing needs demand) standards of excellence, quality control and accuracy in copy and design of all publications produced by the Office and/or other units advised by the Office.

5. Serves as facilitator on the Web Subcommittee to ensure timely implementation of approved initiatives and integration of print and Web-based communication.

6. Serves as chief copywriter and concept director for publications and marketing items, including succinct copy for ads and Web, e-mail and other electronic adaptations.

7. Maintains and updates the content of the Department’s pages on the Web site and other marketing Web sites, including social media, where online ads and content appear.

8. Supervises, coaches and acts as team leader on major projects; supervises office staff in absence of Director. Researches, identifies and screens appropriate external vendors.

**Job Qualifications:**
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.

- **Education/Experience:**
  Bachelor’s degree, preferably in journalism, public relations, marketing or related communications field; and three or more years of progressive experience in related communications field; and two or more years of current experience in Web communications.

- **Supervisory Experience:**
  One or more years of direct supervisory experience, including project team management and coaching.

- **Language Ability:**
  Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures or government regulations. Ability to write reports, business correspondence and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers and the general public. Strong, demonstrated written and verbal communications skills required. Demonstrated expertise and ability to convey intended messages in styles appropriate for the audiences; includes ability to write accurately and succinctly for Web communications and ads.

- **Math Ability:**
  Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference and volume. Ability to compute rate, ratio and percent and to draw and interpret bar graphs. Ability to apply concepts of basic algebra and geometry. Ability to apply concepts such as fractions, percentages, ratios and proportions to practical situations.
• **Reasoning Ability:**
  Ability to define problems, collect data, establish facts and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables. Ability to work with graphs.

• **Computer Skills**
  Expertise in reporting, query, database, spreadsheet, word processing, presentation, e-mail, Internet and publications software. Working knowledge of graphic design software and equipment and their interface with the Web and PC platform.

• **Certificates and Licenses**
  Membership in and certification by a communicators’ professional association preferred.

**Responsibility for People and Property:**
Supervises Public Affairs & Marketing staff as assigned by Director. Develops and oversees publications and Web communications projects and related budgets.

**Responsibility for Communication:**
• **Internal Contacts**
  This position has frequent contact with all levels of State College of Florida, Manatee-Sarasota staff and occasional contact with College Board of Trustee members. This position will lead project and task teams comprised of cross-functional division members.

• **External Contacts**
  This position has frequent, direct contact with outside vendors, community agencies, businesses and media companies; and occasional contact with state and other regulatory agencies.

**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 moderate.
• The pace in the Office frequently is accelerated due to deadline pressure or crises; this position must be able to demonstrate a high level of professionalism and project a positive, confident image while meeting deadlines and handling a multitude of tasks.

**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 routinely required to talk, hear and see. The employee is frequently required to stand, walk, sit and use manual dexterity. The employee is occasionally required to reach with hands and arms and lift up to 10 pounds. Specific vision requirements include close, distance, color and peripheral vision, depth perception and the ability
to adjust focus.

**General Performance Standards and Expectations:**
In addition to satisfactory performance on all of the essential job duties and responsibilities for this job, all State College of Florida, Manatee-Sarasota employees must fulfill the following basic performance expectations:

1. **Mission and Goals:** Each State College of Florida, Manatee-Sarasota employee is expected to know the College’s mission and goals.

2. **Customer Service:** All State College of Florida, Manatee-Sarasota employees will strive to provide outstanding customer service to everyone they serve including students, the community, and fellow employees.

3. **Grooming and Appearance:** State College of Florida, Manatee-Sarasota employees are expected to maintain a neat and professional image at all times. When issued, College personnel must wear uniforms, and maintain a neat, clean, and well-groomed appearance.

4. **Safety Awareness:** State College of Florida, Manatee-Sarasota employees are expected to work diligently to maintain safe and healthful working conditions, and to adhere to proper operating practices and procedures designed to prevent injuries. Employees are required to wear personal protective equipment as provided.

5. **Attendance Standards:** State College of Florida, Manatee-Sarasota employees are expected to attend their work assignments and schedules at all times, in accordance with College Rules and Procedures.

6. **Training:** State College of Florida, Manatee-Sarasota employees are expected to attend College-provided training sessions and meetings when deemed necessary.

7. **Continuous Improvement:** State College of Florida, Manatee-Sarasota employees are expected to give attention to continuous assessment and improvement of the position’s assigned set of duties and responsibilities.

**Approvals:**
This job description has been reviewed and approved by the leaders whose signatures appear below.

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