State College of Florida, Manatee-Sarasota  
Job Description

Job Title: Web Portal Specialist

Reports to: Manager, Web Communications and Publications
FLSA Status: Non Exempt
Level: 115
Position Class:

Job Summary:
This position combines technical and communications skills to coordinate Web portal communications and presentation; ensure that portal information is current, accurate and consistent with print and Web; provide training and support to portal contributors; and facilitate and enhance communication within State College of Florida, Manatee-Sarasota and to the many audiences the College serves through the use of the Web portal.

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 Manager, Web Communications and Publications, serves as point of contact to support portal communications.

2. Ensures that the portal information and layout remains current, accurate, and consistent and maintains College brand identity. Participates in design and implementation of portal.

3. Communicates with College staff, i.e. administrators, faculty and support staff, to complete portal related projects and ensure accuracy and timeliness of portal information.

4. Maintains instructions for the upkeep of portal content. Trains and supports portal contributors.

5. Completes portal administration duties including role management, contributor administration, page layout and others that don’t require programming.

6. Serves as liaison between the College and Computer Services regarding portal technical issues. Works closely and collaboratively with Computer Services staff to maintain the portal.
7. Tracks usage and effectiveness of the portal. Identifies strategies that improve content quality and make user experience valuable.

8. Writes, edits and updates portal content under the responsibility of Public Affairs and Marketing.

9. Performs other duties as assigned.

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:**
  Associate’s degree and one to three years’ related experience, or equivalent combination of education and experience.

- **Supervisory Experience:**
  No supervisory experience required.

- **Language Ability:**
  Ability to read and interpret general correspondence, policies and technical instructions. Ability to write reports, business correspondence and procedures. Ability to effectively present information, and respond to questions in one-on-one and small group situations to clients, customers, and other employees of the College. Demonstrated ability to convey intended messages in styles appropriate for the audiences, including ability to write accurately and succinctly for Web communications.

- **Math Ability:**
  Ability to add, subtract, multiply and divide in whole numbers, common fractions and decimals. Ability to perform calculations on standard measures of American currency and weight, volume, and distance.

- **Reasoning Ability:**
  Ability to define problems, collect data, establish facts and draw valid conclusions. Ability to interpret and carry out technical instructions and deal with abstract and concrete variables.

- **Computer Skills**
  Experience in spreadsheet, word processing, presentation and e-mail software. Understanding of Web concepts and knowledge of trends in Web use. Experience with standard Web tools, applications and content management systems. Ability and desire to learn Web portal technical concepts.

- **Certificates and Licenses**
  None required.

Responsibility for People and Property:
None.
Responsibility for Communication:
- **Internal Contacts**
  This position has frequent contact with all levels of State College of Florida, Manatee-Sarasota staff.

- **External Contacts**
  This position has frequent, direct contact with outside vendors.

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 professionalism 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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<tr>
<th>Title</th>
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<td>Preparing Manager</td>
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