THE UNIVERSITY OF
ROCHESTER
CLASSIFICATION DESCRIPTION

TITLE: Web Specialist and Analyst
DATE: 04/19/16   **NEW/REVISED:** NEW   **SUPERSEDES:**
CODE   8851 **GRADE:** 52
SUPERVISED BY: Director, Internet Projects – Advancement Services

GENERAL PURPOSE:

Position will report directly to the Director, Internet Projects – Advancement Service and provide assistance in the development and management of web-based assets for the offices of University Advancement. The responsibilities of the position will encompass, as outlined below, direct solicitations support – webpages for print and e-mail marketing support, web development, SharePoint, web analytics, community events, quality assurance testing, and customer support services.   Assists Director in developing and implementing project specifications, mass-email technologies, product development, web-based assets and insuring quality assurance and web standards across Advancement properties.

SPECIFIC RESPONSIBILITIES:
Under general direction and with latitude for the exercise of independent judgment and initiative:

5%   **Direct Solicitations – E-Mail Marketing and Print Support**
       Assist in with strategizing and the implementation of e-mails and landing pages for direct solicitations to provide optimal return on investment.
              - Implement best practices for direct solicitations by providing aesthetically pleasing, targeted messages and marketing pieces (mailer or e-mail) that would prompt a call to action by the potential donor. The call to action would consist of giving directly or to link back to a customized landing page.
              - Customize the landing page to be consistent with the design and message of the solicitation, provide additional information and call to action to donate. This would include design, layout and building of landing pages; design layout and building of e-mails, and assisting with banner creation.
              - Requires working knowledge of a variety of web technologies including HTML, HTML5, CSS, JavaScript, Responsive Web Design, and editing tools such as Dreamweaver and Photoshop.
              - Provide one-on-one and small-group training sessions for customers moving to new email systems. Ensure these users are capable of successfully and efficiently performing their required duties as a result of training

- Proficiency with main email platform delivered through iModules, as well as supplementary third party tools such as Constant Contact, and MyEmma.

20%   **Advancement Intranet**

Assist in providing additional services and functionality to the Advancement intranet, currently on SharePoint.
- Assist in the expansion of departmental pages as well as provide day-to-day operational and customer service support.
- Expand the functionality beyond simple document libraries to customized content-driven web pages, business intelligence, integration with real-time data, collaboration tools, etc.
- Assist in the migration from SharePoint 2007, to SharePoint 2013.
- Customize and implement visual theme elements provided by University IT and ensure functionality across all supported platforms.
- Requires a working knowledge of .NET programming, Java, Javascript.

15%   **Customer Web Support**

Assist all school units, Advancement and University departments with day-to-day web support as required.
- Provide support for the alumni online directory (Now RAX), career advisory network, Constant Contact, Go-to-Meeting, Go-to-Webinar, iModules design and functionality enhancements/customizations, and the Advancement intranet and departmental giving pages.
- Maintain a continuously updated listing of all giving and event forms.
- Provide on-call support as needed.

10%   **Community Events**

Assist events managers with this revenue-generating product to create and manage their events using online event registration and peer-to-peer fundraising web pages.
- Assist and manage the creation of creative assets for web pages.
- Assist with site setup and configurations based upon the needs of the event managers.
- Ongoing customer support for technical issues.
- Run and send reports to customers upon request, weekly, or bi-weekly.
- Provide one-on-one and small-group training for new employees.
- Maintain an on-site (out-of-office) presence during select fundraising, and donor-centric events such as VIP conferences, Day of Giving, etc.

5%   **Quality Assurance and Testing**

Assist in ensuring all Advancement Internet projects are thoroughly testing and reviewed.
- Ongoing review of the content of web properties to ensure consistency with formatting.

- Ongoing review of content to ensure public facing webpages adheres to industry and University best practices.

40% **Web Development**

Assist the Director, Internet Projects with the building of new websites, new layouts for expanding current websites, creating landing pages and building of micro sites for smaller projects.

- Provide web support development to Advancement to assist with cost-effective decisions to redesign websites in-house, as well as reduce add-on expenses for outsourcing the development of websites.
- Assist with increasing the capacity to accommodate more internal complete web projects as required.
- Customize third party web templates to provide additional functionality not included within the initial software release.
- Requires working knowledge of PHP, fluency in Java/JavaScript, HTML, CSS, LESS, Responsive Web Design, and multiple WordPress page-building applications (Muffin Builder, Visual Composer, Etc).

5% **Web Analytics**

Assist in analytics efforts; help establish goals and tracking conversion so that we are better able to understand the impact of our marketing efforts on the web and determine what efforts are successful and which are not.

- Work with various Advancement departments to set benchmarks and goals for web traffic, identify conversations and track success of campaigns.
- Compare current University sites and pages with that of higher-ed peer group to determine cost-effective, valuable new solutions for web development.
- Use analytic tools such as Google Analytics to create reports for Advancement departments to assisted them with making informed decisions related to the return on their investment and increased donations.

REQUIREMENTS:

- Bachelors degree with 1-2 years of work experience in web development and web analytic tools, or an equivalent combination of education and work experience.
- Experience with managing/maintaining websites and email campaigns.
- Expert knowledge of HTML, HTML5, CSS, LESS, and cross-device support.
- Working knowledge of JavaScript, jQuery mobile, PHP (ASP.NET a plus).
- Familiarity with relational databases.
- Experience in fundraising and/or alumni relations environments.
- Ability to communicate clearly in written and spoken communications with technical and non-technical staff.

- Ability to use WordPress (and third party content builders such as Visual Composer, MuffinBuilder, Pexeto Panel, Corporate Communications CMS's), MS Office/Project, SharePoint Designer, full Adobe product suite (Photoshop, Premiere, Illustrator, Media Encoder) Dreamweaver (or equivalent).
- Experience in social media, SEO, and emerging trends in electronic marketing.
- Demonstrated ability to collaborate across diverse organizations.

SKILLS:

Excellent communication skills, both verbal and written, required.

Advanced skills using Microsoft Office required.

Detail-oriented with strong organizational skills.

Proven ability to prioritize and multi-task in a fast-paced environment.

Proven ability to work independently with minimal supervision as well as be a strong cross-functional team player.

Proven ability to document procedures and train customers to perform tasks as required.

Experience with and knowledge of academic fundraising and working with advancement/development staff is preferred, but not required.

Experience with application and infrastructure architectures with particular emphasis on modern web application development.

Working knowledge of relevant web technologies, including standard web development tools and techniques and relational database experience.

Must have the ability to quickly grasp new applications, tools, programs, and policies.