Web Communications Coordinator

Location: Montreat, NC

Date Available: April 1, 2012

Summary

This 12-month, full-time, exempt position serves as a member of the Communications Office and reports to the Director of Communications. This position supports the internal and external communication efforts of the college through management of the college website.

Major Duties

- Possess a well-rounded understanding of interactive design, information architecture, usability and technology.
- Apply principles of graphic design and user interface design for the conceptualizing, prototyping, redesigning, and building of the college website.
- Assist Director of Communications in conveying Montreat brand through college website, ensuring consistency across all college communications.
- Responsible for the day-to-day management of the college website, both public and internal, maintaining and updating existing web pages.
- Design front-end of web pages and ensure that they are easy to find, visually effective, and consistent.
- Write and organize content through collaboration with various college departments.
- Work closely with IT department for web development of intranet.
- Oversee social media and track social media stats and analysis.
- Keep abreast of market trends, new tools, and technologies for web design in higher education institutions.
- Keep informed about best practices in web marketing and work with Director of Communications on web marketing initiatives, such as Search Engine Optimization.
- Measure site traffic and other essential web analytics.
- Test web pages for functionality.
Personal Attributes and Skills

• Passion for web design and a curiosity about the future of all things digital.
• Superior graphic design and writing skills.
• Close attention to detail.
• Excellent organizational skills; ability to prioritize and handle multiple projects in order to meet deadlines.
• Aptitude for evaluating and editing information.
• Team player with demonstrated interpersonal skills.
• Strong proficiency in Photoshop, experience with InDesign, Fireworks, and Dreamweaver a plus.
• Basic understanding of HTML and CSS.
• Christian faith and a commitment to the mission of the college.

Education and Experience

• Bachelor’s degree in design, web design, communications, or a related field preferred.
• Two years experience in website design and implementation, and website graphics design.
• General expertise in content management systems and best practices.
• Experience in WordPress; experience in DotNetNuke a plus.
• Knowledge of PHP preferred.
• Experience in project management, photography, videography, and web marketing a plus.

Application Procedure

Candidates should send a cover letter, resume, and personal statement of faith to Annie Carlson:

Annie Carlson
Montreat College
310 Gaither Circle Box 895
Montreat, NC 28757

Or via email to:
acarlson@montreat.edu

About Montreat College

Montreat College is a Christian liberal arts college accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to offer master’s, bachelor’s, and associate’s degrees. The main campus is located in the Blue Ridge Mountains fifteen miles east of Asheville, North Carolina, a region recognized as one of the most attractive living environments in the United States. Satellite campuses in Asheville, Charlotte, and other sites supplement the main campus. The College is committed to Christ-centered teaching and learning, and is a member of the Council for Christian Colleges & Universities.