Cañada College

New Classified Hiring/Position Justification

Hiring Division/Department: President's Office/Marketing

Position Title: Digital Communications Coordinator

Classification

Position type: Permanent X   Full Time X   # of months 12

Part Time _____   % of Full Time _____   # of months _____

Position: General Funds X
Allocation: External Funds* _____   Expiration Date _____

Budget Information

Grade 31   Step 1   Annual Salary $64,080.00

Justification

Please respond to the following questions in electronic format to the appropriate Dean, Manager or Vice President. Additional information may be provided as relevant for position justification.

1. **Describe the specific needs for the position requested and the duties of this position in a brief statement.**

The Cañada College Marketing, Communications & Public Relations (MCPR) Department is currently comprised of three full-time employees (FTE): MCPR Director (1.0 FTE), Visual Communications Coordinator (VCC) (1.0 FTE) and College Recruiter (1.0 FTE). The MCPR Director and VCC are currently absorbing the work of what is currently divided by four FTE's at its sister colleges. Notably, the VCC is currently cross-functioning in the roles of VCC and Web Programmer Analyst. Juggling the work of two full-time positions prohibits the VCC from focusing on the growing demand of design work from faculty & staff, planned graphic design work for future communication campaigns as well as working on a reactionary-basis, to maintain the College website. Maintaining the website is a full-time job within itself as proactive, daily maintenance is needed to update and ensure web links and content is current.

The Digital Communications Coordinator would combine two positions ("Web Programmer Analyst" and "Web Content Coordinator") positons that each of our sister colleges have. Duties of the position include:

1. **Web Design & Development**: Works closely with VCC to design and develop applications and management systems for College web systems; tests, verifies, debugs, revises and refines all web sites and web applications. Establishes, develops and implements web interfaces to provide web content for various student and staff services in conjunction with information technology staff.

2. **Content Development:** Collaborates with MCPR Director, VCC and College Recruiter for the daily deployment of social media content: Facebook, Instagram, YouTube, Flickr and Twitter. Works with MCPR Director to acquire and post stories from various sources. Cleans up and refines layout, styling and use of images on current home and interior pages. Designs, maintains and edits new page templates for home and interior pages. Reviews, amends, and refines event calendar content and develops images for calendar events to be used on social media. Implements associated content on the web for various marketing campaigns.

3. **Implement:** Plans, designs, and implements new software and upgrades for web-based applications on multiple web server platforms. Develops web standards of procedures for review and implementation. Assists in integrating various web communications components (such as course management, portal and social network) into College and District websites as appropriate.

4. **Document:** Prepares documentation of web systems, applications and sites as required.

5. **Hands-on Training & Assistance:** Provides user training and training documentation, in conjunction with the VCC and other training staff, to meet user needs. Meets with division and department contacts to continue development of their sites. Confers with faculty, staff and vendors and about programming, web design and content needs.

6. **Web Data Analysis**: Generates and distributes web usage and analytic reports on a regular basis.

7. **Code:** Codes in HTML and trains content owners in use of editing tools. Adjusts CSS in order to ensure positive user experience and maintain college web branding. Provides initial training and support for OmniUpdate content management software.

8. **Communicate**: Exchanges information with technical staff, system users, vendors, outside programming and marketing personnel to discuss web design concepts, original ideas, web programming and implementation timelines, web project budgets and expenditures, installation and enhancement needs and other matters.

9. **Consult:** Assists in making recommendations for the College's web-based architecture, systems design and development, uniform web structure, operations, policies and procedures. Serves as technical advisor for web-based District media concepts, designs and implementation. Works with technology partners and outside resources to develop and enhance the college web presence.

10. **Campus Committees:** Participates on committees and campus activities as assigned. Works with internal teams to implement and incorporate new products into current website. Leads projects as required to integrate new products into current online structure.

11. **Research**: Conducts research to obtain information pertaining to web application development tools. Evaluates the products of external vendors to assess the use of third-party software within the District's information system.

12. **Other**: Performs other related duties as assigned.

2. **Explain how this position aligns with and supports the mission and strategic goals of the college.**

The Digital Communications Coordinator position aligns with and supports the College mission by working with faculty, staff, and students to develop, implement and grow impactful, cost-effective web and digital communication strategies and campaigns to enhance public awareness of the educational and enrichment opportunities at the College. This is accomplished through the creative use of web, social media, internal and external college communications through engaging web design and effective content. Additionally, per the strategic goals, this will ensure user accessibility and 508 compliance among all mobile, handheld, and desktop devices. Having a current, user-friendly website is critical for our students to find classes, services and events on campus. This is also an important component of retaining our students across semesters.

3. Explain how adding this position will strengthen the department or division.

As the College begins to thrive and faculty and staff recognize the promotional resources that are available to them through the MCPR Department, the volume/demand for assistance is increasing. Many of the projects (especially web-based) that the MCPR Department is currently involved with is on a 'reactive' basis, due to the volume of graphic-design requests. In terms of work load, MCPR receives between 3 to 5 web AND 3 to 5 design requests per week, projects may vary in length between a couple of hours to a couple of weeks. A full-time Digital Communications Coordinator is needed in order to develop, maintain and edit a fully-responsive website, as this is another proactive project.

The state of media continues to evolve at rapid speed, with print as an important complementary marketing tool (especially for our Outreach team when in our community) but the trend of electronic marketing is growing with no sign of decelerating. This is especially important as the bulk of our target audience utilizes electronic media, every day, to obtain information through social media, videos, news blogs, etc.

Example: this chart demonstrates the immense growth the College website has experienced since 2013. This work was accomplished with *a two-person MCPR team*, cross-functioning in four traditional positions that are currently held at our sister colleges.

Web Users/Month   Page Views/Month
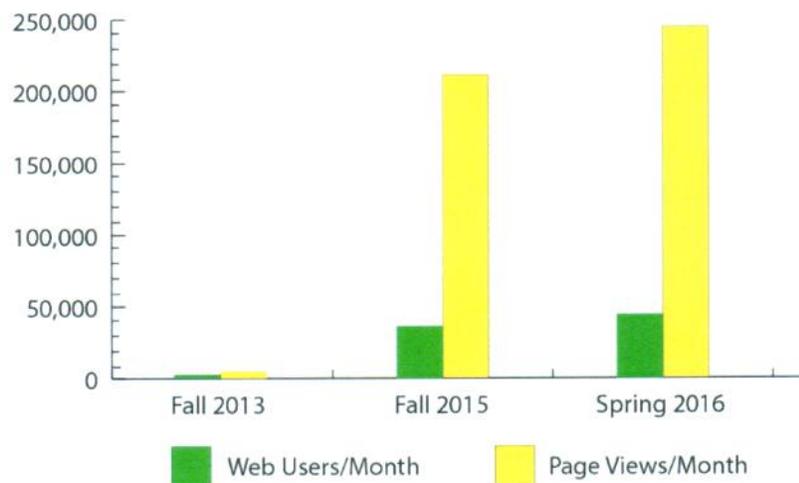
Our website is our #1 marketing tool. The content needs to remain robust and current, matched with colorful and visually engaging imagery. With that, the MCPR Department's need to remain competitive

and up-to-speed with the latest digital practices for our website. The volume of monthly web users and page views will continue to increase as our team grows and a dedicated web professional is in place to surpass the momentum that has already been created.

4. **Explain how this work will be accomplished if the position is not filled.**

If this positon is not filled, the increased work load and turnaround time, with the existing amount of limited staff, will remain the same and the MCPR Department will not be able to meet the growing volume of service requests from faculty and staff in the manner that is needed. Additionally, our College website will not receive the daily maintenance and upkeep that it deserves to fully enhance and elevate public awareness of the educational and enrichment opportunities at our College. Additionally, a responsive website will take longer than anticipated to develop and will hinder both faculty/staff and current/ potential student website experiences.

Please submit completed Classified Position Hiring/ Position Justification electronically to the responsible administrator in your division or department.

This position has been reviewed by the department or division and is recommended for hiring.
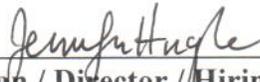
Jennifer Hugle
Dean / Director / Hiring Supervisor

_11-28-16_
Date