

**LEWIS & CLARK COLLEGE
JOB DESCRIPTION**

DATE: August 2007
POSITION: Director of New Media
DEPARTMENT: Public Affairs and Communications
REPORTS TO: Associate Vice President for Public Affairs
and Communications
FLSA STATUS: Exempt

PRIMARY PURPOSE:

Serves as primary leader for new media communications for Lewis & Clark. Directs efforts to use new media to tell the institution's story and support its communications and marketing efforts, including the anticipated redesign of the Lewis & Clark website. Provides leadership, strategic planning, and Web development and consulting services to the entire institution. Coordinates the production and maintenance of all new media projects. Supervises staff and student workers.

DESCRIPTION OF DUTIES & RESPONSIBILITIES:

Primary Job Functions

- Provides leadership, crafts strategy, and devises policies for effective Web-based marketing communications, especially in support of admissions, development, and other institutional priorities, with emphasis on using new media to build and sustain relationships between Lewis & Clark and key audiences.
- Provides strategic consultation, planning, and leadership in matters related to Web communications technology. Assists in the discovery, adaptation, and thoughtful, productive incorporation of blogs, podcasts, syndication, and other technology into operations.
- Manages day-to-day operation of the institutional website, including content and custom application development, application programming, and interface design. Assists and empowers clients to manage their individual websites.
- Provides support for users of the in-house Web content management system. Monitors training and consulting needs and assists users in finding resources. Leads creation of guidelines and documentation for users.
- Creates and coordinates content for key audiences published on or near the website front page.
- Hires, supervises, and evaluates professional new media staff and student workers.

Additional Job Functions

- Serves as primary liaison between Information Technology and Public Affairs and Communications, working collaboratively with IT to ensure that technology resources and priorities effectively support new media communications and that new media communications technologies work appropriately with the institution's overall technology standards and goals.
- Coordinates technological and marketing research in support of strategic planning and execution.
- Identifies and evaluates emerging technologies to enhance the institution's new media communications.
- Hires, coordinates, and evaluates vendors, freelancers, and contracted consultants.
- Manages new media budget.
- Performs other duties as assigned.

REQUIRED QUALIFICATIONS:

- Understanding of higher education marketing and standard practices and strategies for college/university websites.
- Bachelor's degree.
- Four years of experience building commercial or nonprofit websites, including all aspects of design, information architecture, content development, communications strategy, and application programming.
- Advanced working knowledge of HTML, CSS, and Web browsers.
- Experience with programming CGI applications in Perl.
- Strong computing skills, including basic UNIX file management skills.
- Experience in a communications-related field and an understanding of marketing communications.
- Strong oral and written communication and project management skills.
- Ability to create and implement new technologies and act as an agent of change.
- Ability to work collaboratively and build professional relationships with colleagues and constituents.

PREFERRED QUALIFICATIONS:

- Fluency with Windows and Macintosh operating systems and applications.
- Graphic design experience, including Web interface design and digital imagery skills.
- Affinity with the mission of Lewis & Clark and of higher education generally.