



**RHODE ISLAND COLLEGE  
JOB DESCRIPTION**

Position classification: PSA
Date created or revised: 9/12/2022
Exempt/Non-Exempt Status: Exempt
Responsible individual: Yes
Campus Security Authority: No

Title: Director, Web Communications  
Status: Full-time, 35 hours per week, non-standard; may involve evening and/or weekend work as required  
Grade: 15  
Union Affiliation: PSA@RIC (Professional Staff Association)  
Reports to: Executive Director External Relations and Communications

**PRIMARY PURPOSE:**

Oversee the College’s websites as the official web communications tool to promote the mission of the College to internal and external constituencies. Develop and implement policies and procedures for ensuring the security, integrity and accessibility of all information in the College’s websites, web services and resources. Direct and supervise the centralized Web Communications web team. Provide oversight for training and support of the campus web content community in the use of the website’s content management system and web content accessibility standards and guidelines. Create an engaging user experience by monitoring audience behaviors through analytics, integrating new technologies, and keeping web content current. Provide advice to senior College administrators on these issues.

**DESCRIPTION OF DUTIES AND RESPONSIBILITIES:**

Essential Job Functions:

- Be responsible for the creation, administration, and maintenance of the official College website, (www.ric.edu), and all related web-based and intranet applications; provide website content and design that accurately and positively reflect the unique aspects of the nature and mission of the College.
- Work closely with the College Administration and academic and administrative departments to obtain content and/or support the training and use of the website’s content management system.
- Under the direction of the Executive Director External Relations and Communications, perform tasks needed for the dissemination of information in accordance with the college’s emergency management protocols relating to inclement weather and other critical situations that arise.
- Ensure that the content, function, and visual integrity of the College website conform to the college’s branding guidelines.
- Ensure that the content, function, and visual integrity of the College website are consistent with current, accessibility standards and guidelines.
- Oversee and ensure content quality; and regularly monitor the content quality of the overall site.
- Develop and implement web-based forms to collect information, process form results, and provide data to requesting party.
- Oversee the creation, modification and removal of outdated websites and web pages, as guided by overall strategy, institutional needs, or input from Web Content Community.

- Establish, implement and ensure the college website and web pages uphold style guidelines, publishing standards and processes, governance policies, content templates, and adherence to best practice to ensure site integrity and consistently high quality.
- Stay abreast of current and emerging web standards, including web browsers, browser specifications, and accessibility requirements; evaluate and recommend hardware, applications, and software.
- Work with third-party vendors on the administration and maintenance of the systems necessary to support the College website and oversee the coordination with Information Technology Services (ITS).
- Serve on committees, working groups, councils, and boards as assigned.
- Manage/supervise professional, classified, and/or student staff as assigned.

Occasional Job Functions:

Perform other duties and responsibilities as assigned by the Executive Director External Relations and Communications

**REQUIRED QUALIFICATION STANDARDS:**

Education:

Bachelor's degree in Computer Science, CIS, Graphic Arts, Web Development, or related field.

Experience:

- A minimum of six years of experience in web technologies and user focused support in a web environment, including four years in the administration of a comprehensive and dynamic web site. Experience must include: converting, organizing, and presenting web communications and materials; web authoring, graphic design, and other current applications.
- Evidence of excellent interpersonal, supervisory, and verbal/written communication skills and the ability to work in teams.

Skills, Knowledge, and Abilities:

- Thorough knowledge of web technologies and tools in order to research, design, implement, and maintain a dynamic web presence.
- Demonstrated successful history in using web technologies to deliver value added services and information to internal and external clients.
- Knowledge of the production of dynamic web content.
- Knowledge of the administration, use and maintenance of an enterprise content management system (CMS).
- Knowledge of current web markup and scripting languages and style sheets.
- Knowledge of current and emerging internet standards, including web browsers, browser specifications, and accessibility requirements.
- Ability to work and to communicate with a broad section of campus administrators, faculty, and staff.
- Ability to develop and deliver web technology plans, budgets, and services to users.

- Demonstrated ability to develop and to articulate strategic vision and to enlist staff in implementation.
- Ability to organize, coordinate and supervise professional, classified, and/or student staff.

**PREFERRED:**

- Demonstrated experience in a senior advisory capacity to higher education administration.
- Experience in the administration, support, and delivery of a higher education web site.
- Bilingual in English / Spanish (fluent in speaking and writing).

**ENVIRONMENTAL CONDITIONS:**

The employee is not exposed to known adverse environmental conditions.

**The College requires that all applicants and employees be able to perform the essential functions of the job and will explore reasonable accommodations for individuals with disabilities.**

*As an Affirmative Action/Equal Opportunity institution that values and is committed to expanding the diversity of its faculty and staff, the College invites members of protected classes, including minorities and persons with disabilities, to identify themselves as such at the time of application.*