**WEBMASTER**

**(FULL TIME)**

**MULTIPLE CAMPUS LOCATIONS**

**MINIMUM QUALIFICATIONS:**

Bachelor’s degree in computer science, or related degree with at least 18 graduate semester hours in any combination of the qualifying fields. In addition, must have a minimum of three years of industry experience in the areas of networking, programming, database, and/or web design.

\*Note: Experience may substitute for the degree on a year-for-year basis.

**RESPONSIBILITIES**:

The Webmaster is responsible for developing, creating, updating, and maintaining all web content; developing, creating, updating, and maintaining interactive forms and related workflows; and developing, creating, updating, and maintaining other web-based applications at the College.

* Maintain and update our WordPress website and ensure accuracy and consistency of web site material and perform daily maintenance on the site.
* Manage existing websites and web-based applications at the College to create a seamless user experience.
* Ensure website security by implementing necessary security plugins, updates, and backups.
* Install, configure, and manage WordPress plugins to enhance website functionality.
* Develops and manages the content, design, layout, and scheme for the site using Word Press.
* Work closely with cross-functional teams, including content creators, designers, and developers, to align website initiatives with business goals.
* Review the website on a regular basis and collaborate with content owners to ensure all content is update and accurate.
* Assists with web site development and management by researching new developments relative to the World Wide Web.
* Automates web site through the use of plugins, markup and programming languages.
* Recommends developments to improve or to facilitate the performance and function of the website.
* Researches and implements web technology to enhance existing capabilities or create new web sites or web based applications.
* Secures site against illegal intrusion and abuse, implement necessary security plugins, updates, and backups.
* Configure and maintain web analytics accounts for the website, tracking key performance metrics.
* Generate and share reports with actionable insights to drive data-informed decision-making.
* Perform keyword research to identify opportunities for optimizing website content and improving organic search rankings.
* Implement on-page and off-page SEO strategies to enhance website visibility and drive organic traffic.
* Monitor SEO performance using analytics and other tools, making data-driven adjustments as necessary.

**COMPETENCIES**:

* Ability to create graphics and visuals
* Ability to apply technical skills using software programs to manipulate, restructure and enhance current web pages
* Ability to maintain and manage the intranet for internal information communication
* Knowledge of developing graphics and visuals
* Skill in HTML, CSS, WordPress, ASP, PHP, and SQL
* Strong understanding of SEO principles and best practices.
* Experience with Google Analytics and other analytics tools.
* Skill in the operation of computers and job related software programs
* Decision making and problem solving skills
* Skill in interpersonal relations and in dealing with the public
* Oral and written communication skills
* Project management skills

**SALARY:**

Salary commensurate with education and work experience. Benefits include paid state holidays, paid annual and sick leave, and the State of Georgia Flexible Benefits Program.

**SPECIAL NOTES:**

It shall be a condition of employment to submit to a background investigation. Offers of employment shall be conditional pending the result of the background investigation.

Federal Law requires ID and eligibility verification prior to employment.

All male U.S. citizens, and male aliens living in the U.S., who are ages 18 through 25, are required to register for the military draft and must present proof of Selective Service Registration upon employment.

Applicants who need special assistance may request assistance by phoning (770)229-3454.

Position contingent upon receiving sufficient funding.

Applicants scheduled for interviews will be notified of the status of the position.

Only those who are scheduled for an interview will be notified of the status of the position.

Candidates must successfully complete a criminal background investigation and motor vehicle screening.

The Technical College System of Georgia and its constituent Technical Colleges do not discriminate on the basis of race, color, creed, national or ethnic origin, sex, religion, disability, age, political affiliation or belief, genetic information, disabled veteran, veteran of the Vietnam Era, spouse of military member, or citizenship status (except in those special circumstances permitted or mandated by law). This nondiscrimination policy encompasses the operation of all technical college-administered programs, programs financed by the federal government including any Workforce Innovation and Opportunity Act (WIOA) Title I financed programs, educational programs and activities, including admissions, scholarships and loans, student life, and athletics. It also encompasses the recruitment and employment of personnel and contracting for goods and services.