

# Richmond Community College

## Job Description

### **Position Title:** Digital Communications Coordinator

**General Description:** This critical position is to manage the College's digital platforms including, but not limited to website, social media, video, and podcasts as well as future platforms. This position requires creativity with an adherence to standards and compliance while always working within the College's Mission, Vision, and Values. This position reports directly to the Associate Vice President of Marketing and Strategic Planning.

### **Essential Duties of the Position:**

1. Maintain College's website, working in conjunction with IT Department to resolve security and technical issues.
2. Lead the development, implementation, and administration of digital platforms and associated programs, by nurturing the College's digital communities and advocating for the College through social media platforms such as promoting messages, moderating comments, promoting the College brand and growing the College's number of followers.
3. Implement a solid content, engagement and conversion strategy through social media and web-based advertising. Assist in developing content to maximize user engagement in which to connect with varied targeted markets.
4. Monitor analytics for website and social media and provide reports on marketing strategies on all digital platforms.
5. Identify threats and opportunities in user-generated content surrounding the College and report notable threats.
6. Support the production of fully integrated social media plans.
7. Support and assist in the development of video, podcast and web content to maintain high standards and in compliance with ADA standards.
8. Be able to respond to a fast-paced communication environment.
9. Facilitate on-going professional development through the creation and participation in educational opportunities.
10. Other duties. (Willingness to accept and fulfill additional assignments.)

### **Position Qualifications:**

#### **Knowledge, Skills and Abilities:**

Understanding of and commitment to the unique nature and role of the institution with special reference to the total fulfillment of the open-door policy.

Knowledge of druple website development beneficial.

Excellent written and communication skills.

Knowledge of ADA Standards required for digital platforms with a willingness to become a College SME.

#### **Minimum Education and Experience:**

Bachelor's degree with considerable training in website design and marketing in various social media platforms.

Google Analytics certification.

**Salary Level:** Salary Level 8

**Location:** Main Campus

**Questionnaire for**  
**Compliance with Americans with Disabilities Act**  
**Interview guide for collecting job analysis information**

**Job Title:** Digital Communications Coordinator  
**Division:** Administrative  
**Location:** Main Campus  
**Supervisor's Title:** Associate Vice President of  
Marketing and Strategic Planning

**Department:** Marketing and  
Strategic Planning  
**Shift:** Mostly Days, some  
evening, night availability

**1. General Purpose of Job.** Briefly describe the job's primary purpose or contribution to the department or organization.

This position will be the hub of all digital communication on all platforms.

**2. Duties and Responsibilities.** List the job's essential or most important functions and responsibilities. Include all important aspects of the job -- whether performed daily, weekly, monthly, or annually; and any that occur at irregular intervals.

1. Maintain College's website, working in conjunction with IT Department to resolve security and technical issues. (weekly)
2. Lead the development, implementation, and administration of digital platforms and associated programs, by nurturing the College's digital communities and advocating for the College through social media platforms such as promoting messages, moderating comments, promoting the College brand and growing the College's number of followers. (daily)
3. Implement a solid content, engagement and conversion strategy through social media and web-based advertising. Assist in developing content to maximize user engagement in which to connect with varied targeted markets. (weekly)
4. Monitor analytics for website and social media and provide reports on marketing strategies on all digital platforms. (weekly/monthly)
5. Identify threats and opportunities in user-generated content surrounding the College and report notable threats. (weekly)
6. Support the production of fully integrated social media plans. (daily)
7. Support and assist in the development of video, podcast and web content to maintain high standards and in compliance with ADA standards. (weekly)
8. Be able to respond to a fast-paced communication environment. (daily)
9. Facilitate on-going professional development through the creation and participation in educational opportunities. (monthly)

**3. Supervisory Responsibilities.** If this job supervises others, give the name of unit(s) or department(s) managed and number of employees supervised. If there are subordinate supervisors, list them also.

None

#### 4. Physical Demands:

**4A.** How much on-the-job time is spent in the following physical activities? Show the amount of time by checking the appropriate boxes below.

		Amount of Time			
	None	Up to 1/3	1/3 to 2/3	2/3 and more	
Stand	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Walk	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Talk or hear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Use hands to finger, handle or feel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Climb or balance	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Stoop, kneel, crouch or crawl	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Reach with hands and arms	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Taste or smell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

**4B.** Does this job require that weight be lifted or force be exerted? If so, how much and how often? Check the appropriate boxes below.

		Amount of Time			
	None	Up to 1/3	1/3 to 2/3	2/3 and more	
Up to 10 pounds	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Up to 25 pounds	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Up to 50 pounds	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Up to 100 pounds	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
More than 100 pounds	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

**4C.** Does this job have any special vision requirements? Check all that apply.

- ☒ Close vision (clear vision at 20 inches or less)
- ☐ Distance vision (clear vision at 20 feet or more)
- ☒ Color Vision (ability to identify and distinguish colors)
- ☐ Peripheral vision (ability to observe an area that can be seen up and down or to the left and right while eyes are fixed on a given point)
- ☐ Depth perception (three-dimensional vision, ability to judge distances and spatial relationships)
- ☒ Ability to adjust focus (ability to adjust the eye to bring an object into sharp focus)
- ☐ No special vision requirements

**4D.** Make notes on the specific job duties that require the physical demands selected above.

**5. Work Environment:**

**5A.** How much exposure to the following environmental conditions does this job require? Show the amount of time by checking the appropriate boxes below.

	Amount of Time			
	None	Up to 1/3	1/3 to 2/3	2/3 and more
Wet, humid conditions (non-weather)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work near moving mechanical parts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work in high, precarious places	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fumes or airborne particles	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toxic or caustic chemicals	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor weather conditions	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extreme cold (non-weather)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extreme heat (non-weather)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Risk of electrical shock	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work with explosives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Risk of radiation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vibration	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**5B.** How much noise is typical for the work environment of this job? Check the appropriate level below.

- ☐ Very quiet (Examples: forest trail, isolation booth for hearing test)
- ☐ Quiet (Examples: library, private office)
- ☒ Moderate Noise (Examples: Business office with typewriters and/or computer printers, light traffic)
- ☐ Loud noise (Examples: metal can manufacturing, department, large earth-moving equipment)
- ☐ Very loud noise (Examples: jack hammer work, front row at rock concert)

**5C.** Make notes on the specific job duties that are affected by the environmental conditions selected above.

**6. Comments.** Include any other information that will aid in the preparation of an accurate description of this job.

**7. Questionnaire prepared by:**

Name: \_\_Sheri Dunn-Ramsay\_\_ Date: \_\_3/8/2019\_\_

Title: \_\_Associate Vice President of Marketing and Strategic Planning\_\_

Basis for knowledge of job: ☐ hold job now; ☐ supervise job; ☐ other (explain)

## **Exposure Determination for Bloodborne Pathogens**

All position descriptions, including administrative and support personnel, whether paid or volunteer, must be evaluated by the appropriate department chairman/head and a Risk of Exposure to Bloodborne Pathogens Classification I or II be assigned to the position as it applies to each employee's work location. In situations where jobs of the same title entail substantially different categories of risk based on the department to which assigned, job titles will be modified to include the unit name thereby creating a newer, more specific description for that position.

For jobs which fall into Classification II, a list of tasks or procedures which present an occupational exposure to those employees should be prepared and appended to the job description. Assignment of personnel to a new department in the same basic job may necessitate a formal change of job title to ensure that they will receive training according to that job's risk classification. This must be reviewed on an annual basis by department managers for all job titles which they supervise or manage.

### **\_\_\_\_\_ CLASSIFICATION I**

This includes jobs in which required tasks routinely involve a potential for mucous membrane or skin contact with blood, body fluids, tissues or potential spills or splashes. Use of appropriate measures is required for every employee performing these tasks.

### **\_\_\_\_\_ CLASSIFICATION II**

This includes jobs in which required tasks normally do not involve exposure to blood, body fluids or tissues, but may require performing unplanned Classification I tasks. In these jobs the normal work performance involves no exposure to blood, body fluids or tissues. However, exposure or potential exposure may be required as a condition of employment or class performance.

### **X PERSONNEL NOT COVERED BY THE STANDARD**

This includes jobs in which required tasks involve no greater exposure to blood, body fluids, or tissues that would be encountered by a visitor. The normal work/class performance involves no exposure to blood, body fluids, or tissues that would be encountered by a visitor. The normal work/class performance involves no exposure to blood, body fluids, or tissues and the employee can decline to perform tasks which involve a perceived risk without retribution.

NOTE: All employees who do not fit into Classification I or II will fall into a third category not covered by the Standard.