**Web Communications Leader**

**Please see Special Instructions for more details.**

When applying you will be required to attach the following electronic documents: 1) A resume/CV; and 2) A cover letter indicating how your qualifications and experience have prepared you for this position. You will also be required to submit the names of at least three professional references, their e-mail addresses and telephone numbers as part of the application process. In 300 words or less, describe the strategies you use to develop content for social media and for websites. Include an example that illustrates your own strategic thinking. Upload as "Other Document" For additional information please contact: Gretchen Cuevas at gretchen.cuevas@oregonstate.edu OSU commits to inclusive excellence by advancing equity and diversity in all that we do. We are an Affirmative Action/Equal Opportunity employer, and particularly encourage applications from members of historically underrepresented racial/ethnic groups, women, individuals with disabilities, veterans, LGBTQ community members, and others who demonstrate the ability to help us achieve our vision of a diverse and inclusive community.

**Position Details**

**Position Information**

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| **Department** | College of Ag Admin (AGA) |
| **Position Title** | Specialist 2-IT Web |
| **Job Title** | Web Communications Leader |
| **Appointment Type** | Administrative/Professional Faculty |
| **Job Location** | Corvallis |
| **Position Appointment Percent** | 100 |
| **Appointment Basis** | 12 |
| **Faculty Status** | Regular |
| **Tenure Status** | Fixed-Term |
| **Pay Method** | Salary |
| **Recommended Full-Time Salary Range** | Salary is commensurate with education and experience. |
| **Position Summary** | The College of Agricultural Sciences is seeking a Web Communications Leader. This is a full-time (1.0 FTE), 12-month, fixed term professional faculty position. Reappointment is at the discretion of the Director.  The person in this position, in collaboration with leadership in the College of Agricultural Sciences (CAS), individual units within the College, is a member of a team responsible for long-term planning, implementation, and support of the CAS web presence, including the main college site, departmental sites, research centers, and faculty projects.  This position is critical to CAS’s outreach and engagement missions as well as integral to maintaining good relationships with unit administration. The applicant should have excellent leadership and communication skills, work well independently as well as in team settings, be able to foster collaboration among units, and be able to assimilate and communicate new technologies quickly.  Day-to-day, this position is responsible for content development and content strategy of the CAS website and related sites. This position will also provide overall guidance for web communication for CAS units including providing content strategy and direction to leaders.  The position is also responsible for being the first point of contact for and liaison with leaders and site coordinators in each unit, offering support, translating technical requirements, and helping develop a content strategy for each unit’s goals. As leader of the site coordinators, works with staff to ensure they receive proper training and resources to do their jobs. Refers problems/concerns to Web Team group when needed.  This position leads the development of a content strategy and web content for CAS. This will be accomplished by:  • developing integrated web communication plan for CAS.  • conducting inventories and audits of existing web content.  • developing strategies to assist unit leaders and site coordinators in creating, adapting, and leveraging relevant content.  • developing content style guidelines and editorial calendars for content production and social media.  This position will participate in the OSU Drupal user community and campus communicators community.  This position is critical to CAS’s outreach and engagement missions as well as integral to maintaining good relationships with unit administration. The applicant should have excellent leadership and communication skills, work well independently as well as in team settings, be able to foster collaboration among units, and be able to assimilate and communicate new technologies quickly.  Some travel and evening and weekend work may be required in order to make presentations off campus and/or travel to meetings and conferences. |
| **Position Duties** | 30% Leadership and Training of CAS Site Coordinators • Mentor and train departmental Web Site Coordinator community  • Clearly communicate process with all stakeholders; track and interpret analytics. • Assist with the creation, conception and presentation of content strategy for CAS. • Maintain content standards, style guide and editorial calendar for CAS.  • Collaborate with unit leaders and site coordinators to identify and clarify the needs and expectations they each have for their unit’s website • Work with CAS Web Team to formulate web project goals and objectives for CAS web properties • Apply usability best practices.  30% Web Content Strategy  • Adapt and develop new content as needed for CAS website. Could include news, PR, multimedia, announcements from various sources. • Coordinate and manage web strategies across platforms and online communities • Collaborate with OSU colleagues and stakeholders to develop and maintain best practices in Drupal development and interactive communications • Advise on, evaluate, implement, and maintain suitable social media options.  25% Communication • Develop written communication for CAS Dean as requested • Development of written communication for CAS web sites.  • Creation of multimedia for CAS web use including videography, creative content and photojournalism.  10% Professional Development • Stay up-to-date with new web-based technologies and innovations; • Actively seek out, learn and apply new media skills to diversify the CAS web “voice” • Contribute to the body of knowledge by publishing and sharing best practices.  5% Other duties as assigned |
| **Minimum/Required Qualifications** | • Bachelor’s degree in a field related to communications, including experience in written or online communications. • Demonstrated ability to organize and prioritize tasks toward successful completion of a long-term, multi-dimensional, team-based project. • Demonstrated ability to clearly communicate in conversation and in writing, and to interpret technical ideas for a non-technical audience. • Working knowledge of CMS. • Experience with social media strategies and analytics; • Demonstrated ability to inspire collaboration among professional communities, stakeholders and CAS Web Team. • Demonstrated ability to provide support and training/instruction to a number of different stakeholder |
| **Preferred (Special) Qualifications** | • Experience with HTML, web design, and CSS. • Experience working from a mobile first, responsive web design framework. • Demonstrated experience in science communication and explaining highly technical information to a lay audience. • Experience with information architecture methods and best practices. • Demonstrated skill in a wide range of multimedia production. • A demonstrable commitment to promoting and enhancing diversity |
| **Working Conditions / Work Schedule** |  |
| **This position requires a clear and unambiguous commitment to compliance of all National Collegiate Athletic Association (NCAA) regulations for Division I (FBS) universities.** | No |

**Posting Detail Information**

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| **Posting Number** | P01819UF |
| **Number of Vacancies** | 1 |
| **Anticipated Appointment Begin Date** | 03/01/2018 |
| **Anticipated Appointment End Date** |  |
| **Posting Date** | 12/21/2017 |
| **Full Consideration Date** |  |
| **Closing Date** | 01/15/2018 |
| **Indicate how you intend to recruit for this search** | Competitive / External - open to ALL qualified applicants |
| **Special Instructions to Applicants** | When applying you will be required to attach the following electronic documents:  1) A resume/CV; and  2) A cover letter indicating how your qualifications and experience have prepared you for this position.  You will also be required to submit the names of at least three professional references, their e-mail addresses and telephone numbers as part of the application process.  In 300 words or less, describe the strategies you use to develop content for social media and for websites. Include an example that illustrates your own strategic thinking. Upload as “Other Document”  For additional information please contact: Gretchen Cuevas at gretchen.cuevas@oregonstate.edu  OSU commits to inclusive excellence by advancing equity and diversity in all that we do. We are an Affirmative Action/Equal Opportunity employer, and particularly encourage applications from members of historically underrepresented racial/ethnic groups, women, individuals with disabilities, veterans, LGBTQ community members, and others who demonstrate the ability to help us achieve our vision of a diverse and inclusive community. |

**Supplemental Questions**

Required fields are indicated with an asterisk (\*).

**Documents Needed to Apply**

**Required Documents**

1. Resume
2. Cover Letter
3. Professional References
4. Other Document 1 (see Special Instructions)

**Optional Documents**