

# TANGAZA UNIVERSITY COLLEGE

## THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

#### WEBMASTER AND SOCIAL MEDIA STRATEGIST

Do you want to work with the best and push your career to a whole new level? Tangaza University College is moving towards becoming a fully-fledged university. As befits an institution of higher learning, we are distinguished for academic excellence, service orientation and a commitment to social transformation according to the gospel values. The following vacancy has arisen within the University College and requires to be filled

JOB TITLE: WEBMASTER AND SOCIAL MEDIA STRATEGIST

REPORTS TO: HEAD OF COMMUNICATIONS

DEPARTMENT: COMMUNICATIONS

EMPLOYMENT STATUS: CONTRACT

#### **Position Summary**

As the Webmaster and Social Media Strategist, your main responsibility is to provide information about the university to potential clients and to promote and market the university to the world using online tools.

#### Key duties and responsibilities (A detailed Job description will be issued on appointment)

- 1. Design, maintain and update websites for Tangaza College and its various schools, institutes and departments.
- 2. Maintain and update social sites and blogs for Tangaza College and its various schools, Institutes and departments in collaboration with the Marketing officer.
- 3. Monitor Tangaza College inquiries email communication and taking action as appropriate.
- 4. Maintain websites and servers to meet user needs. You will be responsible for making sites easy to use, attractive and secure.
- 5. Design, develop and maintain user interfaces for all the college's systems.
- 6. Implement the security, accessibility control and protection of the intranet resources as defined in the IT policy document.
- 7. Responsible for troubleshooting and ensuring website is functioning properly and remains Accessible.
- 8. Execute assigned training needs and propose necessary training for users and technical staff to effectively and efficiently meet emerging challenges.
- 9. Assist in the development and implementation of the communication's office strategy.
- 10. Perform daily and weekly backup of information as required on all machines within the College.
- 11. Design and publish marketing material as requested by the Head of communications and school Directors.
- 12. Identify search engine optimization (SEO) opportunities, and execute on SEO strategies.
- 13.Assist with the development and implementation online media campaigns, to reach onsite and internet audiences through high quality and engaging social and online media content.
- 14.Documentation of events through photography and videography and uploading them to the website as well as retaining a google drive digital copy of the videos and images.

## Qualifications and Experience

- BSc/BA in Computer Science, Design or a related field from recognized institution.
- 2 years' experience in a similar position (Experience in a higher learning institution is an added advantage.
- Experience with web analytics

# Job Specification

- Strong understanding of front-end and back-end website development
- Strong understanding of digital cyber security trends pertaining to web development
- Basic knowledge of webserver administration
- Proficiency in Adobe Photoshop, Illustrator, InDesign (Light HTML) and Adobe Premiere.
- In-depth familiarity and expertise with HTTP, JavaScript libraries, CSS, and WordPress

## Knowledge, Skills and Abilities

- Ability to manage multiple priorities and adhere to tight deadlines in a fast-paced environment
- Strong comprehension of design functionality, inter-activeness, and responsive designs, across all platforms
- Should have a deep and broad understanding of the Web and website governance issues such as online strategy, systems and software administration, hosting, online marketing & communications, e-commerce, customer service, web content development workflow
- Strong understanding of web best practices, security, vulnerability assessments, penetration testing and mitigation measures.
- Ability to create compelling online marketing content
- Ability to update the website and social media platforms

Applicants Should enclose a letter of introduction, Curriculum Vitae, Copies of relevant certification and three (3) reference letters from recognized persons / institutions by

19<sup>th</sup> June 2023 indicating your daytime contacts.

To The Human Resource and Administration Manager

Tangaza University College

P.O. BOX 15055-00509

NAIROBI

E-mail to vacancies@tangaza.ac.ke

Tangaza University College is an equal opportunity employer and does not discriminate on the basis of race, color religion, age, sex, Nationality, ethnic origin or Disability

NB: only shortlisted candidates will be contacted and given a copy of detailed job description