

Duke University School of Nursing

Job Description

HR Title: Departmental Web Administrator

Working Title: Web Administrator

Job Code: 2793

Job Level: 12

Updated: 03/30/2023

General Purpose

Oversee the development and maintenance of content, graphics, and images on the school's main website and other school microsites. Perform a variety of technical and creative duties for web site management using an array of graphics software applications, techniques and tools to design and produce high-quality web pages. Perform design work for digital marketing initiatives, including digital and print advertisements.

Supervisor

This position reports to the Associate Dean for Marketing and Communications.

Essential Duties

Responsible for managing the school's content and web presence as well as the intranet and act as a liaison for content residing on these sites.

Adhere to Duke branding and standards and style guide and provide training and assistance on issues regarding content to providers of content as needed.

Gather website material from various sources as well as editing, proofing and posting said material content. Write and/or procure from available sources website content related to student recruitment, faculty research, news, events, calendars, and activities postings.

Ensure messaging is consistent with the school's priority of differentiating DUSON from other top nursing schools and helping potential consumers and future members of the DUSON community understand the depth of our mission.

Ensure that all website content is uploaded to the site on a timely basis, refreshed, and updated according to the content schedule and that information and its design flow adheres to branding specifications and is conducive to a user-friendly find/view pattern. Develop and manage a protocol and tool to track and schedule content updates (e.g., admissions application deadlines).

Evaluate all content for its value in search engine optimization according to keyword frequency, keyword density, formatting, etc.

Ensure the overall integrity of websites through constant review of content and by troubleshooting errors.

Provide additional services as requested, including, but not limited to, management of the secure department intranet for posting financial and professional general information.

Act as the lead person for the web content by overseeing multiple microsites, including graphics and content.

Evaluate new content for industry accuracy, brand/voice consistency, spelling, and grammatical correctness.

Act as liaison to obtain clearance on copyrighted material, ensuring all issues are resolved, and no PHI is available or collected on any portion of the sites.

Research information/best practices that enhance the value of the website. Work to keep the sites up to date with branding standards and available technologies. Effectively manage warehouse, and catalog all website content assets.

Develop and report access statistics from the websites for evaluation to managers and aid in interpreting results and impact on individual divisions.

Perform other related duties incidental to the work described herein.

Requirements

EDUCATION AND TRAINING

BA or BS in journalism, marketing, English, graphic design or related field.

EXPERIENCE

A minimum of 2 years of applicable experience is required.

Website design, webpage content development and graphic design experience or background preferred.

Proficiency with PC based environment in all Microsoft office products, HTML, CSS, Bootstrap, Dreamweaver, Java Script, Acrobat, and some type of image editing product (Photoshop, etc.) preferred.

OR AN EQUIVALENT COMBINATION OF RELEVANT EDUCATION AND/OR EXPERIENCE