



The West Virginia School of Osteopathic Medicine



WEBMASTER

Reports to Assistant Vice President of Marketing and Communications.

Summary: The Webmaster plans, constructs, manages and maintains the WVSOM website. Collaborates with IT department staff on portal to School intranet to assure site overall functionality for all its audiences and users. Candidate must have strong user understanding, demonstrated expertise in Website usability, architecture, design, development, search engine optimization, site analytics, user training and maintenance.

Specific Job Functions: Plan, develop, construct and maintain the WVSOM website including recommending appropriate software, vendors and hosting; Demonstrated ability to build and manage a Web site. Provide excellent management and leadership and work collaboratively with management, faculty, staff, students and IT to achieve goals for the site. Partner with internal and external content providers and institutional staff to ensure site meets both external and internal customer needs, brand strategy and agreed standards.

Manage multiple projects, maintain schedules and budgets. Fluent in search engine optimization and site use analytics to deliver the best audiences and user information. Keeps abreast of new technologies that can apply to website access, including smart phone, reader applications . Recommends and implements upgrades for programming, security and other features that impact the function/use of the site. Uses sound judgment and decision-making to protect the WVSOM brand. Provides user training and assists internal users. Uses site analytics and SEO to provide regular reports/recommendations on site use, progress to achieve use and user goals and changes to increase user results. Performs other related duties as assigned.

Qualifications: Bachelor's Degree in Computer Science, Digital Media, Engineering, website design-related degree or related degree with successful experience in website development and management. Successful applicant should possess a minimum of two years successful website development and management for a site that includes SEO, analytics, flash, video, transactional functions for a business, institution or non-profit. Advanced knowledge of current and future web applications is necessary including: Adobe Photoshop, Flash, Illustrator, Indesign; NET, HTML, XHTML, cross-browser and cross-platform compatibility, Access, javascript and large-scale content management systems; familiarity with the creation and management of embedded webpage media: graphics, forms, audio, video and scripting; Integration of infrastructure and applications; firewall and security programs; search engine optimization (SEO); Other applications may apply.

Position: This is a full-time, non-classified position with full state benefits and is exempt from FLSA provisions regarding overtime. Salary is commensurate with experience.

Application: Qualified applicants should send a cover letter, current resume, and a list of five references with their contact information including addresses, e-mail and phone to Leslie Bicksler, Director, Human Resources. Applicants are encouraged to send application packets via e-mail lbicksler@osteo.wvsom.edu. Material that cannot be e-mailed may be sent to Leslie Bicksler, WVSOM, 400 North Lee Street, Lewisburg, WV 24901.

Applications are considered confidential, and references will not be contacted without the applicant's permission. The search committee will begin its review of applications upon receipt and will accept applications until the position is filled.

West Virginia School of Osteopathic Medicine is an equal opportunity employer and is committed to enhancing diversity among its faculty and staff