

SINU Webmaster Job Description

Job Summary:

The Webmaster serves as the primary contact for all aspects of the university's website(s), handling a range of responsibilities that may include web design and development, routine site and content maintenance, and various updates to ensure sites align with the goals and objectives of the university.

Under the general supervision of the Principal Systems Administrator, the webmaster will be responsible for maintenance and content development using a variety of web-based programming languages. The Webmaster will continually update content, monitor, and evaluate web performance of the institution's website to ensure optimal performance. He/She will communicate with stakeholders, partners, and vendors on matters in relation to the university's website.

Supervisory Responsibilities:

- None.

Duties/Responsibilities:

- Serves as the primary contact for all aspects of the university's website(s).
- Develops and maintains internet and intranet portals, forms, and structures in accordance with the university's needs; collaborates closely with Systems/Applications Administrators, Marketing/Public Relations Manager, Human Resource Director, SAS Registrar, and others.
- Develops, implements, and maintains online applications in collaboration with the university's academic, corporate, and related departments.
- Encourages and facilitates consistent, creative, and unified web design across the university's web presence.
- Collects and analyzes web analytics and similar data; identifies opportunities to improve search engine optimization (SEO), website loading speeds, web traffic, and other relevant metrics.
- Maintains and documents ownership of university's internet domains and SSL certificates.
- Assists staff with use of university websites through one-on-one support, user guides, and training sessions.
- Ensures compliance with university policies, procedures, and ethical standards; software licenses; and applicable laws and regulations including data security, privacy, and intellectual property laws.
- Maintains current knowledge of best practices and emerging developments in web design, web development, and technology.
- Performs other related duties as assigned.
- Assist with the creation of policies, procedures, and reporting related to the website.
- Ensure institution approved 3rd party services are functioning properly within the website.
- Perform miscellaneous job-related duties as assigned.

Required Skills/Abilities:

- Extensive knowledge of website management, analytics, design, and SEO best practices and standards.
- Working knowledge of or ability to quickly learn WordPress Design, web content management systems, applications, and tools used by the university.
- Highly proficient with WordPress, Bootstrap, HTML/CSS; working knowledge of XML, SQL, JavaScript, and other programming languages.
- Excellent verbal and written communication skills.
- Proficient with Microsoft Office Suite or related software.
- Strong analytical, troubleshooting, and problem-solving skills.
- Ability to work both independently, as well as within a team.
- Able to follow the mission, vision, policies, procedures, and guidelines set by the university.
- Ability to follow and learn trending standards of the web design industry.
- Have knowledge about the different platforms and browsers.
- Have some knowledge of APIs.
- Good communication skills including proof reading grammatical errors in English.

Education and Experience:

- Bachelor's degree in Computer Science or related field required; coursework in digital media (pictures and video), web design, and/or programming languages is highly preferred.
- Equivalent progressive professional experience after achieving diploma level may be substituted for education with approval of Director ICT.

Physical Requirements:

- Prolonged periods sitting at a desk and working on a computer.