

**HOWARD UNIVERSITY**  
**Position Description**

**POSITION TITLE:** Webmaster **SALARY GRADE:** HU-12  
**DATE REVISED:** December 01, 2014 **EEO CODE:** 02  
**JOB CODE:** 2736 **FLSA STATUS:** Exempt  
**BARGAINING UNIT:** N/A

<b>DEPARTMENT:</b>	<b>POSITION NO:</b>
<b>REPORTS TO:</b>	<b>GRANT:</b> <input type="checkbox"/> No <input type="checkbox"/> Yes ]

**BASIC FUNCTION:** The purpose of this position is to coordinate and manage the design and technical aspects of the Web presence of the Division of University Advancement and related departments. To maintain the design and properly integrate outsourced web services with the main Web sites controlled by Howard University. To support University Advancement staff that are assigned to update content.

**SUPERVISORY ACCOUNTABILITY:** Responsible for orienting and training others, and assigning and reviewing their work. May also be responsible for acting in a "lead" or "senior" capacity over other positions performing essentially the same work, or related technical tasks and reporting to a higher level on a formal basis.

**NATURE AND SCOPE:** Internal contacts include the Assistant Vice President for Alumni Relations and Assistant Vice President for University Communications, as well as the University Webmaster(s) and administrative and technical support throughout University.

**PRINCIPAL ACCOUNTABILITIES:**

- Design and maintain the University Advancement and sub department web sites, such as Alumni Relations. This includes redesigns of the web sites as well as keeping the designs up-to-date and fresh.
- Design web sites/pages that have high usability for younger and especially older generation alumni.
- Design web sites/pages that keep the attention of the visitor and are effective at selling a service or convincing the visitor to make a donation.
- Provide the necessary level of Web design training to University Advancement staff. Research, develop and maintain a process and/or technology for the staff to directly update Web content.
- Work with outsourcing companies, such as PCI, to seamlessly integrate their services with the University Advancement or sub department web site. This integration includes the look & feel as well as the navigation. Must also work with companies to make sure outsourced web services are usable for their target audience.
- Use software such as Webtrends Log Reporter to analyze Web site traffic. Be able to generate high level reports for supervisors, as well as make changes to the Web sites to match visitor trends.

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Provide guidance to University Advancement staff related to Web sites and related technologies.

Work with University Advancement staff to properly format and organize content for the Web.

Maintain client confidence and protect operations by keeping information confidential.

Perform other job related duties as assigned.

**CORE COMPETENCIES:**

Demonstrated working knowledge of Windows or Macintosh operating systems.

Demonstrated proficiency with Macromedia Dreamweaver MX, Adobe PhotoShop 6 or later, Macromedia Fireworks, Macromedia Contribute 2 or later, Adobe Acrobat and other leading Web design software tools.

Demonstrated knowledge of Web programming languages - JavaScript, HTML, DHTML, CSS, XHTML, XML, XSLT.

Knowledge and experience with the Web design process for large to enterprise level Web sites. Includes experience with prototyping

Knowledge of Web site usability and accessibility standards.

High level of experience and skill with graphic and Web design.

Ability to serve as resource person on Web site capabilities and limitations.

Excellent in both written and oral English with the ability to communicate clear and precise instructions to staff and clients in either verbal or written form.

Ability to establish and maintain effective and harmonious work relations with students, faculty, staff, University officials and the general public.

Ability to organize and prioritize varied tasks in the most efficient and effective manner.

Ability to maintain confidentiality of sensitive institutional data.

Ability to perform multiple and varied tasks independently.

Ability to maintain high customer satisfaction.

Ability to operate within a team environment.

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**MINIMUM REQUIREMENTS:** Bachelor's degree and minimum of 3-6 years of experience in graphic design, publishing, writing, advertising, computer science, information systems or related field, preferably in an academic setting. 11 years of related work experience may be substituted in lieu of educational qualifications.

Note: This position description should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as may be required. The university has the right to revise this position description at any time. This position description is not be construed as a contract for employment.

**SIGNATURES REQUIRED:**

**SIGNED BY:** \_\_\_\_\_ **DATE:** \_\_\_\_\_  
Department Manager/Supervisor

**CERTIFIED BY:** \_\_\_\_\_ **DATE:** \_\_\_\_\_  
Department of Compensation and Performance Management