



Crow Canyon Archaeological Center Job Description

Position Title: Web Specialist
Status: Exempt
Employment Category: Full-Time
Reports to: Director of Marketing and Sales
Approved: 5/2018 pm/dlf

Position Summary:

The Web Specialist is responsible for the overall internet presence of the Crow Canyon website to support Crow Canyon's mission and vision, and for the quality of products created and disseminated on our website. The products include mission-related education and archaeology research information; American Indian initiatives; marketing, media, and promotional materials.

This position is also responsible for the analyses of the effectiveness of the Crow Canyon website and works to improve its effectiveness to promote Crow Canyon's mission, programs and products.

Education and/or Experience:

Bachelor's degree in a relevant field and/or three years' experience in website design, construction, and maintenance. Advanced knowledge in the production of web content (development, posting, and maintenance) and Web analytics, website information architecture, basic HTML, and content management systems. Joomla experience a plus.

Knowledge of anthropology, archaeology, and education fields is helpful as well as being adaptable and flexible. Working in a team environment is an essential qualification.

Essential Duties and Responsibilities:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Acts as website content manager: takes the lead role in the development and maintenance of the website; adds content using a content management system (CMS); implements changes to site layout and content; resolves technical issues related to display and functionality; manages source code; develops standards
- Leads the website team to develop content, content models, overall website enhancements, and policies for the organization's Internet presence
- Works with Adobe Photoshop, InDesign and Illustrator to modify images and layouts for web and print.
- Updates and maintains the program-promotion areas of the Crow Canyon website regularly by adding new content and refreshing existing pages
- Consults on best practices, both technically and for web content strategy and presentation
- Coordinates link development and SEO activities for travel, tourism, and education websites to promote Crow Canyon's archaeology, education, and travel programs
- Using Google Analytics, collects statistics and data for the website, such as website visits and page performance
- Analyzes website effectiveness through analytical review, recommends and implements design and content to improve results.
- Researches, recommends, and contributes to the implementation of new communication tools

- Working with departmental staff, participates and leads periodic redesigns of the website and all phases of the project including development, design, testing, and production
- Documents standard operating procedures for website content assessment, quality assurance, and content management
- Creates and engineers online program registration, donation, and final payment forms using the Altru cultural management platform; resolves technical issues related to form functionality
- Assists with the entering, correcting, and updating of constituent data on the Altru platform as needed; maintains general knowledge of entire Altru system
- Works with departmental staff to identify, create, and upload fresh content to website.
- Creates and produces e-blasts for program marketing and fund-raising communications using an e-mail marketing platform
- Creates compelling marketing communications by writing original text and providing a thorough review and edit of contributed (draft) text from numerous content providers; marketing communications include archaeology and travel program brochures, website content, and other materials such as ads, articles, displays, letters, e-mails, flyers, postcards, videos, and promotional products
- Proofreads and provides editorial support for marketing content
- Grants or denies requests for the use of Crow Canyon copyrighted materials (with the exception of research database materials) and maintains digital and paper records of those requests
- Documents resources used to assist in planning and budget development
- Takes photographs of campus and program people and activities as needed
- Works with marketing specialist to design and coordinate e-blast and social media messages
- Maintains paper and electronic archives of projects, as part of the larger departmental archive
- Participates in organization-wide meetings and participates in training as appropriate for this position

Knowledge, Skills, and Abilities:

- Excellent knowledge of marketing communications, strategies, and techniques; prior experience in a not-for-profit environment is a plus
- Ability to effectively use technology to meet marketing needs and go
- Excellent writing, editing, and proofreading skills
- Versatility as a writer; able to write in different styles for a variety of audiences and dissemination vehicles, including social media
- Fluency with Associated Press, Chicago Manual of Style, and/or other style guides
- Experience with Web site design and maintenance
- Familiarity with website information architecture, basic HTML, and content management systems. Joomla experience a plus.
- Excellent project-management and time-management skills
- Proficient in MS Office products
- Intermediate to advanced Adobe product skills
- Intermediate to advanced Internet skills
- Excellent knowledge of graphic design, typography, and visual communication principles for print and online communications
- Familiarity with print production

- Excellent verbal and interpersonal skills
- Adaptable and flexible person who enjoys working with people and is a good collaborator and team member
- Capable of building and nurturing relationships with content providers in different areas of the organization
- Strong sense of initiative (self-starter)
- Works well independently, uses sound judgment, can manage many projects at a time, and produces work within an established time frame
- Critical eye for detail and ability to produce accurate, high-quality work
- Knowledge of anthropology, archaeology, or education fields is helpful

Physical Demands:

The employee is occasionally required to:

- Sit for prolonged periods of time
- Lift and/or move up to 30 pounds
- Work weekends and evenings, as needed

Specific vision abilities required by the job include:

- Close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

Certificates, Licenses, and/or Registrations:

- Valid driver's license if required to drive
- Background check upon hire
- Must be insurable by Crow Canyon's automobile liability carrier upon hire and while employed in this position if required to drive
- Complete transportation-related training
- Current physical exam and health history completed by a licensed medical health care professional

Note: This is a general description of the kinds of duties and responsibilities that are performed by employees who have this title. It shall in no way be construed as an all-inclusive determination of the specific duties and responsibilities of any particular position. It is not intended in any way to limit the right of any supervisor to assign, direct, and control the work of employees under his or her supervision.