

**RIVERSIDE COMMUNITY COLLEGE DISTRICT
CLASSIFIED POSITION DESCRIPTION**

JOB TITLE: Internet Communications Specialist

BASIC FUNCTION: Under the direction of the Information Architect, ensures that all content contained within websites and other modes of electronic communication are current and collaborates with other departments to ensure the consistency and quality of information available via the Internet.

PROVIDES WORK OR LEAD DIRECTION TO: Not applicable – no permanent full-time staff to supervise.

REPRESENTATIVE DUTIES:

1. Utilizes the district content management system (CMS) or other web technologies to update and create web content.
2. Maintains the various databases for the district website.
3. Assists in training sessions for the content management system and other custom program applications.
4. Develops browser-based forms for internal and external use.
5. Provides correspondence for e-mail inquiries and may forward them to the appropriate department.
6. Creates and edits electronic newsletters.
7. Analyzes log files and identifies key metrics for marketing purposes.
8. Arranges meetings with other departments regarding new Internet applications and services.
9. Indexes and monitors search engine usage and tunes the database as needed.
10. Assists in the development of online training materials and demos.
11. Converts and indexes/bookmarks documents into PDF files or equivalent universal format.
12. Assists department with cataloging, indexing and archiving of digital assets.
13. Maintains records for software licensing and service agreements.
14. Participates in District-provided in-service training programs.
15. Maintains a friendly, supportive atmosphere for students, staff, faculty, and the public.
16. Performs other duties, related to the position, as assigned.

EDUCATION: Graduation from high school or GED equivalent is required.

EXPERIENCE: Two years of web development and/or content management experience is required. Experience with content management tools, online newsletters, and electronic workflow desired. Must have basic skills in editing and writing.

LICENSES/CERTIFICATIONS: Certificate in Web Development is desired.

KNOWLEDGE OF: Modern office methods, database systems, web development tools (Adobe Dreamweaver, Adobe Contribute, Adobe Photoshop, Adobe Captivate), desktop applications (Microsoft Word, Microsoft Excel, Microsoft Outlook, Microsoft PowerPoint, Adobe Acrobat), and collaborative tools (Microsoft Office SharePoint Server, and Adobe Connect).

ABILITY TO: Work independently and as a member of a team; collaborate with other departments; develop and edit electronic content; communicate effectively over the phone, via e-mail and in person; pay close attention to detail; learn budget application procedures; and to understand the necessity of network security systems.

OTHER: Candidate must demonstrate clear evidence of sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of community college students, staff and the community.

CONTACTS: Fellow classified staff, faculty and administrators

WORKING CONDITIONS: Normal office environment

The Riverside Community College District is an equal opportunity employer and recognizes the need to provide reasonable accommodations to employees with disabilities. For more information, contact (951)222-8039.