

## **WEBSITE ADMINISTRATOR MCGILL UNIVERSITY SCHOOL OF CONTINUING STUDIES**

McGill's School of Continuing Studies has an international reputation as a leader in university continuing education. Our instructors are dynamic and engaged, our student body, smart and diverse, bringing with them a wide range of experiences from all walks of life. The School is known for excellence in teaching, for its innovative programs, entrepreneurial approaches to education, and for enabling learner services.

The School of Continuing Studies (SCS) is seeking an experienced webmaster for a temporary employment opportunity to take on the role of **Website Administrator**. Reporting to the Senior Marketing and Communications Advisor in the Dean's Office of the School of Continuing Studies, the Website Administrator will play a key role in implementing the strategic marketing and communications plan of the School and its various units. Working with the Senior Advisor and the different units within the School, the Website Administrator will be responsible for helping to meet marketing and communications objectives by implementing the online community strategy on a digital platform.

### **Specific Responsibilities (but are not limited to):**

- Maintain the Continuing Studies' and any other unit-related web site, ensuring information is accurate, up-to-date and complete.
- Formatting, testing and posting website content in a timely and efficient manner
- Responsible for creating and managing a new intranet website, and implementing any new developments as required
- Responsible for maintaining a consistent design of the School's websites
- Maintain and create School landing pages
- Member of Website working group and assist in the implementation of a new School website
- Increase online presence to potential customers, using search engine optimization
- Assist in content creation as required, including photography and multimedia products.
- Compile statistics and data for reports on metrics, and continually find ways to improve on those metrics through testing and new initiatives
- Assess and resolve problems. When appropriate, inform supervisor and formulate recommendations
- Edit and proofread documents in various stages of production.
- Keep current with best practices and emerging tools in the rapidly changing fields of online marketing, web design and multimedia.
- Perform other related responsibilities as required

### **Education/Experience:**

- DEC III
- Three (3) years related experience

### **Qualifications/Skills &/or Abilities:**

- Bachelor's degree in website development, multimedia design, digital arts is an asset
- Must have experience in the following tools/methods:
  - Drupal, WordPress, Adobe Creative Cloud, Flash, After Effects, HTML, CSS, Multimedia software

- Working knowledge of responsive design, in addition to best practices in usability and accessibility
- High level proficiency in analyzing and reporting using Google Analytics
- Proven ability in search engine optimization
- Fluency in both PC and Mac platforms required.
- English and French - spoken and written
- Ability to prioritize and multi-task; strong communication and organizational skills
- Demonstrated ability to develop and manage production schedules, prioritize, and meet deadlines
- Reliable, self-motivated with an ability to work autonomously and with others in a team
- Must be client-focused and service-oriented.
- Strong desire to work in an entrepreneurial educational environment

**Position Details:**

This is a temporary, full-time position with the following criteria:

- **Anticipated start date:** January 2017;
- **End Date (approx.):** September 2017;
- **Salary:** \$30.00 per hour
- **Work Schedule:** Five (5) days per week totaling 35 hours/week

**Application Procedure:**

Please submit your application (including resume and cover letter) along with the reference number: **WEBMAS**) to [hr.conted@mcgill.ca](mailto:hr.conted@mcgill.ca). The application deadline is **January 13, 2017**.

*McGill University is committed to equity in employment and diversity. It welcomes applications from indigenous peoples, visible minorities, ethnic minorities, persons with disabilities, women, persons of minority sexual orientations and gender identities, and others who may contribute to further diversification.*