

Emmaus Bible College Job Qualifications and Job Description Webmaster and Publications Assistant

Job Type: Full Time position

Qualifications of the ideal candidate:

- possess a bachelor's degree, preferably in computer networking or graphic design
- proficient at communicating the English language with appropriate grammar and spelling
- possess at least a basic knowledge of HTML code
- recognized by others as a creative person with an "eye" for design
- possess significant experience in graphic design for both web and print
- proficient in the use of Microsoft office software (Word, Excel, PowerPoint)
- proficient in the use of Adobe design programs including InDesign, Photoshop, Illustrator, Flash
- possess experience working with websites
- one who loves the Lord
- able to multitask and are good at balancing many different deadlines
- thrive as a part of a team
- desire to support and advance the mission and vision of Emmaus Bible College

Job description:

1. Keep the Emmaus Bible College website current with:
 - Accurate, relevant and interesting information
 - Current files, images, dates and links
 - Advertisements for upcoming events, programs and products
 - Appropriate communication technologies (email, forms, chat, etc)
 - Interactive "hooks" such as flash video, downloadable media, forms, webcam, chat, etc.
2. Collaborate with the college IT staff to maintain website security and reliable hosting service
3. Monitor statistical user information to provide timely reports to administrators
4. Develop and maintain a web marketing strategy including but not limited to Google per-click (PPC) campaigns, Facebook ads, YouTube ads, etc.
5. Ensure college brands are appropriately preserved and promoted through the website
6. Tweak, renovate or replace existing website design as needed to remain contemporary and relevant to Emmaus constituents
7. Monitor website functionality to ensure links, channels, webcam, buttons and forms are working properly
8. Collaborate with campus departments to ensure the website supports and enhances their marketing and communication efforts
9. Assist the Publications Manager in the design and delivery of college publications including brochures, posters, flyers, articles, magazines and newsletters

Reporting Structure:

The Webmaster and Publications Assistant will be a part of the Advancement Group reporting to the VP for Advancement.

