

09/17-W

## **THE ENVISION FOUNDATION**

### **POSITION DESCRIPTION**

**JOB TITLE: Digital Communications Manager**

**STATUS: Qualified Full-time/Salaried/Exempt- Non-Supervisory**

**SUPERVISOR: Vice- President- Envision Foundation**

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**JOB FUNCTION:** The Digital Communications Manager will be responsible for building and implementing online branding and marketing of all Envision entities to increase public and professional education and development initiatives. He/She will build, update and manage Envision websites, engage in social media endeavors to further Envision's mission and reach within the community, and find new ways of communicating to constituents through the use of digital resources.

The Digital Communications Manager is primarily responsible for developing, managing and maintaining Envisions' websites. The successful candidate will possess extensive experience and demonstrated expertise in Web content creation, usability, architecture, development and design.

The Digital Communications Manager is primarily responsible for the oversight of all major aspects of digital technology, including but not limited to Web Server engineering and implementation, systems security and maintenance.

#### **ESSENTIAL FUNCTIONS:**

**General Statement of Duties:**

**Duties include**

- **Build, manage and implement website content, design, functionality for all Envision websites**
- **Manage campaigns, including Google Adwords, as well as research other pay-by-click advertising on the Web**
- **Manage search engine optimization in order to increase traffic flow through all Envision websites**
- **Explore all social media options to advance volunteerism, fundraising and public education in line with the Envision mission**
- **Coordinate and collaborate with writers, editors, and designers to maintain a dynamic website**
- **Utilize email marketing to advance volunteerism, fundraising and public education in line with the Envision mission**
- **Utilize web design for distribution of online newsletters**

**ESSENTIAL FUNCTIONS:****General Statement of Duties:****Duties include**

- **Partner with internal and external content managers, editors, designers, developers, and other staff to ensure sites meet Envision needs, align with the brand strategy platform, and meet organizational web standards.**
- **Market and present web/digital strategies to diverse audiences, manage multiple projects and maintain schedules and budgets.**
- **Management of all Web/digital media projects.**
- **Maintain, administer and manage supporting technology resources such as web servers, in partnership with Corporate IT department.**
- **Deliver the best user experiences in the most technically efficient manner.**
- **Drive Envision brand recognition through Search Engine Optimization (SEO) techniques.**
- **Design, develop and maintain supporting data network elements, in partnership with Corporate IT dept.**
- **Create and maintain digital design standards.**
- **Follow the policies of the Envision Employee Handbook and Code of Conduct booklet.**
- **Perform such other duties as required.**

## **Required Knowledge, Skills, and Abilities**

- **Experience with XHTML, CSS, XML, XSLT, Javascript, AJAX and asp.net**
- **Experience developing websites that meet accessibility standards (WC3 WCAG 2.0 and 508)**
- **Ability to create/convert images for online use**
- **Knowledge of browser compatibility issues**
- **Experience using Content Manager software, preferably Ektron**
- **Experience and proficiency in working on both Mac and PC formats**
  - **Experience and proficiency in a variety of programs, including Dreamweaver, Flash, Photoshop, Illustrator, Acrobat, Fireworks, InDesign, Soundbooth and Contribute**

**Minimum Education: BA or MFA Digital Media, Interaction Design, or related degree**

**Minimum previous work experience: 5+ years, plus 2 years management experience of Web team/projects**

### **Other Requirements:**

**The candidate must be self-directed and able to maintain confidentiality and use discretion in her/his work. The successful candidate will possess strong communication skills. In addition, knowledge and proficient use of all required programs as depicted above and Microsoft products is required. Ability to multi-task and be detail-oriented. MUST BE TEAM-ORIENTED.**

**This job summary does not imply that these are the only duties to be performed. Other tasks may be required for the effective operation of the department.**

**Salary commensurate with experience.**