

Job Description

Position Title: Program Manager of Web Strategy and Content

Job Family: Marketing & Communications

Job Level: Professional - Senior

FLSA Status: Exempt

Salary Grade: 07

Position Summary:

The Program Manager of Web Strategy and Content is responsible for providing leadership in supervising, producing and distributing digital content across College departments and platforms including the PCC website, TV, radio, print, digital media, PCC-TV, social media platforms, intranet and external and internal print and digital marketing collateral. The Program Manager of Web Strategy and Content works closely and collaboratively with content producers throughout College departments to ensure that content is delivered on time, complies with PCC branding and messaging, meets the journalistic standards for accuracy and is produced in formats specific to each information platform (Web, social media, PCC-TV, print, digital, etc.) The Program Manager of Web Strategy and Content also reviews, analyzes and makes recommendations to the Director and Vice Chancellor for External Relations to improve the operational efficiency of news and information gathering and dissemination across the College.

Essential Duties and Responsibilities:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Provides leadership in supervising, producing and distributing digital content across College departments and communication platforms.
2. Oversees the editing, development and maintenance of the College website content to ensure content is up-to-date, accurate, relevant and consistent with brand and messaging.
3. Works closely and collaboratively with content producers throughout College departments to ensure that content is delivered on time, complies with PCC branding and messaging, meets journalistic standards for accuracy and is produced in formats specific to each information platform
4. Reviews, analyzes and makes recommendations to the Director and Vice
5. Chancellor for External Relations to improve the operational efficiency of news and information gathering and dissemination across the College.
6. Leads the College-wide content development team
7. Provides guidance to content contributors. Trains and oversees relevant staff to effectively use the Content Management System (CMS).
8. Develops and oversees the digital content calendar, the editorial calendar, and coordinates the College's website storytelling efforts.
9. Develops and executes strategies to increase user engagement with the College's digital content.

10. Conducts thorough research to ensure accuracy and relevance by fact-checking information before integrating and releasing digital content.
11. Maintains brand consistency across all College digital platforms to reinforce the college's online identity.
12. Collects and analyzes metrics, assists with digital marketing campaigns, monitors the behavior of web audiences, provides insights and recommendations to optimize the digital experience and increase engagement.
13. Works with UX/UI developers to maintain visually compelling yet intuitive interfaces for websites and digital communication materials. Maintains knowledge of information hierarchy and architecture, UX frameworks, and industry best-practices for digital communication solutions.
14. Collaborates with Web Services staff to ensure up-to-date compliance with usability and accessibility standards, as well as SEO best practices.
15. Makes hiring recommendations, prioritizes and assigns work, manages training, and provides input into performance evaluations.
16. Stays up to date with digital trends and best practices to continually improve the college website.
17. Performs all other duties and responsibilities as assigned or directed by the supervisor.

Knowledge, Skills, and Abilities:

1. Knowledge of regulatory compliance principles and practices.
2. Knowledge and application of interviewing and investigative methods and procedures.
3. Knowledge of advising and counseling practices.
4. Knowledge and application of organizational and time management principles.
5. Knowledge of internal and external customer service principles and practices.
6. Knowledge of managerial and supervisory skills.
7. Skill in analyzing data and drawing conclusions.
8. Skill in effective communication (both written and oral).
9. Skill in positive, productive, and flexible customer service.
10. Skill in problem solving.
11. Skill in program development and process improvement.
12. Skill in public speaking.
13. Skill in people leadership and supervision
14. Skill in budget/resource management
15. Ability to adapt and maintain professional composure in emergent and crisis situations.
16. Ability to apply analytical and critical thinking skills as well as draw conclusions and prepare accurate reports of results.
17. Ability to develop and maintain effective and positive working relationships.
18. Ability to operate relevant equipment required to complete assigned responsibilities for the position

Supervision:

- May supervise work of others, including planning, assigning, and scheduling work, reviewing work, and ensuring quality standards, training staff, and overseeing their productivity, and signing employee(s) performance evaluation. May have responsibility for making decisions on hiring, termination and pay adjustments.

Independence of Action:

- Results are defined; employee sets own goals and determines how to accomplish results with few or no guidelines to follow, although precedents may exist; supervisor/manager provides broad guidance and overall direction.

Competencies:

Competencies are the actions and behaviors that can be observed as to how work gets done that supports the College's values and strategic objectives.

- Organizational Culture: Provides an opportunity to impact the organizational culture of Pima Community College by both acknowledging the College's past and helping to chart its future.
- Governance, Institutional Policy, and Legislation: Allows impact on the guidelines that determine how the College operates.
- Information and Analytics: Allows ability to be a data leader. Provides a holistic representation of College's performance as well as data trends or issues.

Minimum Qualifications:

Candidates/incumbents must meet the minimum qualifications as detailed below.

- Bachelor's degree in Marketing, Communications, or a closely related field of study required.
- Master's degree in Marketing, Communications, or a closely related field of study preferred.
- Three (3) to five (5) years of related experience of related experience required.
- Five plus (5+) years of related experience preferred.
- One (1) to Three (3) years of supervisory experience preferred.
- OR An equivalent combination of certification, education and experience sufficient to successfully perform the essential duties of the job such as those listed above

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the key duties and responsibilities of this job. **Reasonable accommodations may be made to enable individuals with disabilities to perform critical tasks.**

- **Environment:** Work is performed primarily in a standard office environment with staff contact and frequent interruptions.
- **Physical:** Primary functions require sufficient physical ability and mobility to work in an standard office setting; to remain in a stationary position for prolonged periods of time; to occasionally position self to perform duties; to move, transport, and/or position objects of light to moderate (up to 20 pounds) amounts of weight; to operate office equipment including use of a computer keyboard; to travel to other locations using various modes of private and commercial transportation; and to effectively communicate to exchange information.
- **Vision:** Ability to see in the normal visual range with or without correction.
- **Hearing:** Ability to hear in the normal audio range with or without correction.

Special Conditions of Employment:

- Some evening or weekend work hours
- Pre-employment Background Check Required
- DMV Check/Current and Valid AZ Driver's License