
JOB DESCRIPTION: WEB SERVICES PRODUCER

DEPARTMENT:	Marketing & Communications	REPORTS TO:	Lead Interactive Specialist/Senior Director, Marketing & Communications
JOB CLASS:	Producer, Web Services	PAY GRADE:	19
EXEMPT STATUS:	Exempt	DATE:	09/13/2012

Our Mission is to deliver a high quality, technology-based education that provides the skills and knowledge students need for success.

POSITION GENERAL SUMMARY:

The Web Producer manages the FLVS intranet and the FLVS internet and mobile presence and the development of the FLVS Web presence to achieve the organization's strategic goals. The Web Producer performs duties associated with analysis, design, development, implementation and maintenance of the FLVS Internet/intranet presence. The Web Producer applies expert-level knowledge and technical skills in planning and managing the website as well as offering innovative alternatives and assists in the procurement and evaluation of additional resources or web applications. The Web Producer creates and enforces policies and procedures associated with the effective and efficient use of the website. The Web Producer performs other related work as directed by the Marketing & Communications Department.

ESSENTIAL POSITION FUNCTIONS:

- Provide a strategic perspective on how to best and most effectively utilize the FLVS intranet and Internet sites including but limited to, FLVS.net, FLVSFT.net, FLVS Foundation, MeLearning Microsites, FLVS Mobile Site, MeLearning Mobile Site
- Provide leadership and strategic direction, based on best practices on ways to increase traffic to the Web site that reaches key audiences by creating user-friendly, relevant and responsive online experiences to engage key audiences and testing, measuring and refining strategy and tactics continuously
- Manage web projects; create project timelines; assign and manage appropriate staff or third-party resources to accomplish specific internet-related and web site initiatives
- Maintain the Student Dashboard
- Work collaboratively with the Marketing & Communications team and Graphic Designer to coordinate innovative, integrated, multichannel communication campaigns
- Develop custom web applications and custom web parts to meet business needs
- Analyze, track, and report web statistics and usage trends to evaluate Web site performance and provide recommendations for modifications of content, design, and Internet strategy and tactics to increase effectiveness and efficiency
- Provide recommendations and direction to staff on content creation, updates and enhancements to the web site that support strategic initiatives, including the use of multi-media features
- Consult with users and project teams to determine requirements for web pages and related applications
- Maintain the general file structure, document templates, general-purpose graphics, and other tools that are needed for the web site

- Provide technical support and training as needed to individuals involved in maintaining the site
- Work collaboratively with the Information Technology Department, programmers and developers to evaluate the performance of integrated web applications, establish access needs and management of user groups
- Work with the Graphic Designer to create concepts for the site and integrated web applications to maintain continuity throughout the site
- Monitor web trends and other competing websites in order to keep current with web site development and design issues
- Determine website format and navigation to ensure continuity and standardization, and recommend design considerations based on branding guidelines
- Determine content needs and oversee all additions to the site while enforcing content guidelines
- Serve as liaison to the Intranet team to collaborate on design, format, work flow, and information sharing with the Internet site
- Capable of integrating technical skills and strategies with business needs analysis and strategy
- Investigate and analyze information to draw conclusions
- Communicate with and interpret the operational requirements of end users
- Meet professional obligations through efficient work habits such as, meeting deadlines, honoring schedules, coordinating resources and meetings in an effective and timely manner, and demonstrate respect for others
- All work responsibilities are subject to having performance goals and/or targets established

(These essential functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job related duties as required.)

MINIMUM REQUIREMENTS:

Education/Licensure/Certification:

- Bachelor's Degree in a related field; or equivalent combination of education and relevant experience

Experience:

- Five years' developing, supporting, managing, and implementing websites and content
- Experience working with internal customers to gather requirements and provide solutions for business process needs
- Experience working with Graphic Designers and designing graphics
- Experience with establishing Website architecture and user paths
- Experience with Content Management Systems
- Experience with social media channels (Facebook, Twitter, etc.)
- Experience working with vendors
- Experience with HTML and CSS
- Preferred - JavaScript, PHP, .net, Adobe Creative suite, experience with creating, modifying, maintaining databases for web integration and one or more years with SharePoint MOSS 2007 experience
 - Site Collection Administration: creating sites, lists, libraries, workflows, InfoPath forms, web parts
 - Site Branding: customizing Master Pages and Layout Pages, creating graphics and banners

Knowledge, abilities and skills:

- Proficient with SharePoint Designer and has the ability to develop solutions in the SharePoint platform, with web parts, workflows, and custom forms
- Ability to learn new software/programs quickly
- Solid understanding of Web standards and best practices
- Knowledge of internet search engine optimization
- Ability to manage several projects, provide technical solutions, track vendor compliance, and perform training sessions with rigorous deadlines
- Knowledge of current technological developments/trends in area of expertise
- Strong ethical, professional, and service-oriented leadership and interpersonal skills
- Implementation and troubleshooting skills needed for changes and modifications
- Skills in formulating and monitoring policies, procedures and standards relating to website practices
- Ability to prioritize in a fast-paced, growing environment
- Excellent verbal and written communication skills
- Ability to operate independently as well as on a team to design and implement solutions to achieve organizational goals
- Knowledge of Section 508 compliance, preferred

CORE COMPETENCIES FOR SUCCESS:

COMMUNICATION SKILLS <i>Clearly and effectively conveys and/or presents information verbally; summarizes what was heard to mitigate miscommunication; Shares ideas and perspectives and encourages others to do the same; Informs others involved in a project of new developments; Disseminates information to other employees, as appropriate; Effectively uses multiple channels to communicate important messages; Keeps supervisor well informed about progress and/or problems in a timely manner; Writes in a clear, concise, organized and convincing way for a variety of target audiences; The written message is consistently error-free; The written message has the desired effect on the target audience</i>	CUSTOMER FOCUS <i>Prioritizes customers (internal and external) and their needs as primary and is dedicated to meeting their expectations; Develops and maintains customer relationships; builds credibility and trust; Quickly and effectively solves customer problems; Provides prompt, attentive service in a cheerful manner; adapts to changing information, conditions or challenges with a positive attitude; Incorporates customer feedback into delivery of service to provide the best experience possible for the customer; Actively promotes FLVS in community by serving as a FLVS ambassador or volunteer</i>
INTERPERSONAL SKILLS <i>Relates well with others; Treats others with respect; Shares views in a tactful way; Demonstrates diplomacy by approaching others about sensitive issues in non-threatening ways; Considers and responds appropriately to the needs, feelings and capabilities of others; Fosters an environment conducive to open, transparent communication among all levels and positions; Takes the initiative to get to know internal and external customers</i>	FUNCTIONAL /TECHNICAL EXPERTISE <i>Has the skills, abilities, knowledge and experience to be successful in functional area of expertise; Dedicates time and energy to keeping abreast of the latest information related to area of expertise and technology; Picks up on technology quickly; Does well in technical courses and seminars; Produces high quality work in organized and timely fashion</i>

INDIVIDUAL CONTRIBUTOR COMPETENCIES FOR SUCCESS:

PEER RELATIONSHIPS <i>Finds common ground and solves problems for the good of all; Can represent his/her own interests and yet be fair to other groups; Solves problems with peers with minimal “noise”; Is seen as a team player and is cooperative; Easily gains trust and support peers; Encourages collaboration; Is candid with peers</i>	CREATIVITY <i>Comes up with a lot of new and unique ideas; Easily makes connections among previously unrelated notions; Tends to be seen as original and value-added in brainstorming sessions; Takes calculated risks; Is not afraid to try new things and potentially “fail fast”</i>
SELF KNOWLEDGE <i>Seeks feedback; Gains insight from mistakes; Is open to constructive criticism; isn’t defensive; Proactively seeks to understand his/her strengths and areas for growth; applies information to best serve organization; Recognizes how his/her behavior impacts others and incorporates insight into future interactions</i>	PLANNING <i>Accurately scopes out length and difficulty of tasks and projects; Sets objectives and goals; Breaks down work into the process steps; Develops schedules and task/people assignments; Anticipates and adjusts for problems and roadblocks; Measures performance against goals; Evaluates results</i>
ORGANIZING <i>Uses his/her time effectively and efficiently; Concentrates his/her efforts on the more important priorities; Can attend to a broader range of activities as a result of organizing time efficiently; Can marshal resources (people, funding, material, support) to get things done; Can orchestrate multiple activities at once to accomplish a goal; Arranges information and files in a useful manner</i>	PROBLEM SOLVING <i>Uses rigorous logic and methods to solve difficult problems with effective solutions; Probes all fruitful sources for answers; Can see hidden problems; Is excellent at honest analysis; Looks beyond the obvious and doesn’t stop at the first answers</i>
DRIVE FOR RESULTS <i>Can be counted on to exceed goals successfully; Very bottom-line oriented; Steadfastly pushes self and others for results; Is full of energy for the things he/she sees as challenging; Not fearful of acting with a minimum of planning; Consistently seizes opportunities; Consistently exceeds goals</i>	

PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:

- Location: Remote or Orlando VLC
- Frequency of travel: Occasional travel is required for meetings, trainings and conferences; location may vary and may require overnight stays
- Light physical activities and efforts required working in an office environment

(Reasonable accommodations will be made in accordance with existing ADA requirements for otherwise qualified individuals with a disability.)

FLVS does not discriminate in admission or access to, or treatment or employment in its programs and activities on the basis of race, color, religion, age, sex, national origin, marital status, disability, genetic information or any other reason prohibited by law.