

POSITION DESCRIPTION

- File Reference:*** 2016-4
- Position Title:*** Website and Digital Communications Program Manager
- Location:*** Fort Collins, CO
- Salary:*** \$53,000 starting, or commensurate with experience
- Employment Status:*** This full-time appointment will be a Colorado State University Administrative Professional employee.
- Closing Date:*** To ensure full consideration, applications must be received by 11:59pm (MT) on July 31, 2016.

Position Summary. Under the direction of the Colorado State Forest Service (CSFS) Outreach Division Supervisor, this position is responsible for website development and maintenance, website content management, overall direction of an e-newsletter platform for CSFS e-newsletters, e-commerce development management, supporting the various needs of staff throughout the state in digital communication efforts and analysis, special projects relating to the CSFS's online presence, collaborating with Outreach Division staff on social media and reporting of performance metrics for these endeavors. Supervision of 1-2 digital communications hourly staff is also within the domain of the Website and Digital Communications Program Manager.

Purpose of the Department/Work Unit. Services provided by the CSFS Outreach Division directly relate to our mission of achieving stewardship of Colorado's diverse forest environments for the benefit of present and future generations. The division is responsible for leadership of all CSFS communications-related initiatives to increase visibility, knowledge and awareness of the CSFS, forestry, environmental issues and wildfire mitigation within Colorado. This includes seeking and cultivating relationships with collaborating agencies, landowners, volunteers, the general public, Colorado State Forest Service (CSU) and others which improve delivery of CSFS messages. The Outreach Division endeavors to gain a thorough understanding of the people we serve thereby facilitating effective knowledge transfer using a variety of educational and informational methods and styles.

Description of the Department / Work Unit. The Colorado State Forest Service is an agency of Colorado State University, and is housed organizationally in the Warner College of

Natural Resources. The CSFS also staffs the Division of Forestry for the Colorado Department of Natural Resources. The CSFS has 19 district and field offices throughout the state, with a State Office located in Fort Collins.

This position operates out of a Fort Collins-based office. Occasional travel is required to support field offices throughout the Colorado. As a member of the Outreach Division, periodic travel to support the initiatives and events of the larger work unit at industry or other educational or informational events is required.

Position Supervises: This position does not supervise permanent employees but does typically supervise 1-3 hourly employee(s) based on the needs of the agency.

Decision Making: The Program Manager is responsible for all day-to-day decisions regarding the programmatic oversight, planning and execution of website and digital communications initiatives. Higher level strategic decisions may need to be elevated to the Outreach Division Supervisor or more broadly reviewed and evaluated with others involved such as the Outreach Division, other CSFS Districts or Divisions, CSU Web Communications and/or the CSFS Leadership Team.

Diversity Statement. Applicants are expected to possess demonstrated knowledge of and relevant ability with, culturally diverse communities among potential target and constituent populations.

Conditions of Employment:

- Working in a typical office environment, this position occasionally calls for irregular work hours, should an urgent need arise to communicate with the public via electronic communications.
- Due to the dynamic, rapidly evolving nature of online communications, this position requires a self-motivated, energetic individual to stay current with technological trends. Additionally, this position requires an individual who can work independently and actively drive CSFS's online communications while contributing as a team member of the Outreach Division.

Required Job Qualifications:

- A minimum of a bachelor's (or greater) degree in technical or digital communications, computer science, journalism, business computer information systems, media or public communications, or other related field.
- Knowledge of, and experience with, WordPress, Adobe DreamWeaver or other content management software, and experience with Google Analytics and the Microsoft Office Suite
- A valid Colorado driver's license or the ability to acquire one upon employment.

Desired Job Qualifications:

- Professional experience in web development
- Professional experience in content management.
- Knowledge of, and experience with, WordPress.

- Experience creating online databases for dynamic display of data based on a user query for information. Ability to also develop logon access for others to edit the database online.
- Demonstrated knowledge of, and experience with, web functions and standards including web development and content management for user-friendly design and clear navigation.
- Previous experience with supervising temporary and/or permanent staff to ensure safety, provide guidance on completion of daily tasks, and providing input for performance evaluations.
- Knowledge and utilization of social media, with particular emphasis on Facebook and YouTube. Additional knowledge of other social media platforms such as Twitter is beneficial to this position.
- The ability to research, select and implement appropriate plug-ins to achieve desired web design goals.
- Professional editorial experience with a meticulous attention to detail.
- Knowledge of, or experience with AP Style.
- A working knowledge of database construction, e-newsletter platforms including Mail Chimp and Constant Contact, Google Analytics and graphics software such as Adobe Creative Suite.
- Demonstrated experience summarizing and re-purposing previously written content for the purpose of electronic communications.
- Expertise and hands-on experience with web applications and programming languages such as HTML5 and Cascading Style Sheets (CSS).
- Experience with online video production and editing.
- A results-oriented approach to project management with a strong emphasis on achieving goals, demonstrating accountability and reporting key metrics.
- Project management and the ability to manage multiple projects simultaneously.
- A general grasp of security principles and how they relate to e-commerce and website design.
- Ability to sustain an effective work environment and provide direction to staff.
- Professional experience with, or at least a general knowledge of, Colorado's forests and natural resources.
- Excellent verbal and written communication and interpersonal skills.
- Demonstrated success in working collaboratively with other organizations and individuals including participation on teams, committees and other special assignments.
- A desire to provide a high level of customer service.

Essential Responsibilities and Duties:

Website development, including e-commerce (35%)

- In collaboration with the Outreach Division Supervisor, provide leadership, project management, implementation and performance reporting for the CSFS website and the Natural Resources Grants Database.
- Lead the effort to establish website "store fronts" for various areas within the CSFS. This will involve working within CSU's financial transaction processing and security guidelines to direct the collaborative efforts of internal and external individuals and organizations to develop and maintain capabilities for the CSFS to sell trees, shrubs,

publications and admissions to workshops and other events via e-commerce functionality in connection with the CSFS website.

- Be mindful of emerging digital communications trends and identifying which of those trends present significant opportunities to enhance CSFS outreach and communications.
- As appropriate, enlist the assistance of the CSU Web Communications Team through project definition, testing and feedback.
- Ensure that CSFS is in compliance with university web design and access policies and procedures.
- On a limited basis, interact with others in similar roles within the CSU system to share best practices and be aware of larger university initiatives.
- Utilize tools and practices to promote the CSFS website and Natural Resources Grants Database.
- Work collaboratively with the CSFS IT Director on an as needed basis.
- Other duties as assigned.

Website content management and ongoing maintenance (35%)

- Modify content and graphics created by others throughout the agency, re-purposing this information to best “tell our story” through digital media and / or guide staff in accomplishing these activities.
- Working with CSFS internal staff, maintain an accurate, current and relevant website by working with these subject-matter experts to identify opportunities to increase website utilization.
- Communicate pertinent statistics, processes, goals, instruction and trends to CSFS digital communications hourly staff to help build their skill set and raise awareness of this role.
- Refine the structure and format of the CSFS website to optimize outreach based on analytics and trends.
- Other duties as assigned.

Social media direction, coordination and support, e-newsletter platform management, Project management of digital communications efforts (20%)

- In collaboration with the Outreach Division and field offices, provide leadership, project management, implementation and performance reporting for CSFS social media,
- E-newsletter platform direction and project management.
- Work collaboratively with other organizations, individuals, and various authors including participation on teams, committees and other special assignments.
- Refine the structure and format of online communications practices to optimize outreach based on analytics and trends.
- Utilize videos taken by staff throughout the state for social media and website content, including basic editing and enhancement as needed.
- Special projects relating to the CSFS’s online presence
- Maintain distribution list management and access, promotion and performance reporting of e-newsletters.
- Refine the structure and format of e-newsletters to optimize outreach based on analytics and trends.
- Other duties as assigned.

Supervision of digital communications hourly staff (10%)

- Coordinate with and direct 1-2 hourly staff to update, post, and edit web content on the website, Natural Resources Grants Database, and social media video platforms.
- Provide oversight of and day-to-day guidance of hourly support staff through the identification daily, month, and annual goals. Provide feedback of expectation and performance.
- Other duties as assigned.

Appointment and Benefit Information about Position. This is an Administrative Professional position at Colorado State University. Insurance benefits are provided, and administrative professionals may select from several options for medical, dental, life, and personal disability insurance, as well as retirement plans.

Full-time administrative professionals earn a full 24 days of vacation and another 15 days of sick leave annually, and have access to additional benefits, such as free employee study privileges of up to 9 credits per year at Colorado State University, and/or a 50-percent reduction of tuition costs for Spouse/Partner and children. CSU does offer Domestic Partner benefits.

Application Information. When applying with the Colorado State Forest Service, applicants are requested to submit the materials listed below through an online process at <http://csfs.colostate.edu/employment/>.

Search Contact. For questions about this position or the application process, please contact Sarah Badding at csfs_jobs@mail.colostate.edu or 970-491-7293.

Required Application Materials. 1) Letter of application/statement of qualifications, 2) Résumé, 3) 3-5 Professional References, 4) Unofficial college transcripts.

All of these materials must be received for applications to be considered complete by closing date.

Please allow at least two to three weeks after the closing date for us to review your application materials and determine those candidates we plan to invite to interview. If you are not selected for an interview, we will send you notification when the process is complete. Should you be invited to an in-person interview, the Colorado State Forest Service will cover all reasonable travel expenses per candidate. At the time of on-campus interviews, application materials of finalist candidates will be made available to Forest Service and other relevant constituents.

Background Investigations. Colorado State University (CSU) strives to provide a safe study, work, and living environment for its faculty, staff, volunteers and students. To support this environment and comply with applicable laws and regulations, CSU conducts background checks. The type of background check conducted varies by position and can include, but is not limited to, criminal (felony and misdemeanor) history, sex offender registry, motor

vehicle history, financial history, and/or education verification. Background checks will be conducted when required by law or contract and when, in the discretion of the university, it is reasonable and prudent to do so.

Colorado State University is committed to providing an environment that is free from discrimination and harassment based on race, age, creed, color, religion, national origin or ancestry, sex, gender, disability, veteran status, genetic information, sexual orientation, gender identity or expression, or pregnancy. Colorado State University is an equal opportunity/equal access/affirmative action employer fully committed to achieving a diverse workforce and complies with all Federal and Colorado State laws, regulations, and executive orders regarding non-discrimination and affirmative action. The Office of Equal Opportunity is located in 101 Student Services.