ANNOUNCEMENT OF EMPLOYMENT OPPORTUNITY
Foothill College
Web Content Developer
(Marketing/Communications)

Job #07-137   **Closing Date: 02/23/07**

The Foothill-De Anza Community College District is currently accepting applications for **Web Content Developer (Marketing and Communications), Foothill College.**

DUTIES AND RESPONSIBILITIES OF THE POSITION INCLUDE:
Under the direction of the Director, Marketing and Communications Office, research, write, edit and implement content information to be used in the college's web sites. Write the college's electronic newsletter and develop listserves. Coordinate with Web Coordinators and graphic artists to prepare web page templates for use by college departments. Support the college marketing and communications office by writing news updates and marketing content, and by utilizing the Web as a marketing and information tool. Research and implement strategic marketing initiatives through use of the Web, email, and electronic marketing venues. Maintain currency with industry trends in online communications, site architecture, and electronic marketing. Develop editorial guidelines and styles for the college's web site and print publications. Coordinate with writers, graphic designers and others to build reader interest and brand loyalty. Reinforce a consistent look and feel, and identify methods to improve the usability of the college's site. Coordinate technical procedures with Web Coordinator. Perform related duties as assigned.

MINIMUM QUALIFICATIONS:
1. Understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.
2. Any combination equivalent to an Associate's degree in journalism, marketing, technology or a related field.
3. Two years experience in Internet development, marketing, communications, technology or publications with an emphasis on using technology and writing.

PREFERRED QUALIFICATIONS:
1. Bachelor's degree in related field or equivalent.

In addition, successful candidates will demonstrate the following:
1. Knowledge of methods and techniques of preparing and coordinating online material and printed publications.
2. Knowledge of the techniques used to create and edit HTML, code and/or programs such as DreamWeaver and BBedit.
3. Knowledge of the methods and techniques used in public relations, news writing, and technical, marketing and advertising copy.
4. Knowledge of computer operations and hardware.
5. Ability to use basic network knowledge.
6. Ability to write and edit clear, concise, accurate and effective informational materials for public distribution.
7. Ability to communicate effectively both orally and in writing.
8. Ability to use research and interview techniques.
9. Ability to establish and maintain cooperative and effective working relationships with others.
10. Ability to effectively use interpersonal skills with tact, patience and courtesy.
11. Ability to use Internet services and functions such as listserves, bulletin boards, chat groups, streaming audio, video and video conferencing.
12. Ability to create, maintain and update internal and external Web pages, sites, and online forms.
13. Ability to work independently with little direction.
14. Ability to use multimedia tools and software such as Quicktime, ITunes, and Flash.
15. Ability to analyze situations accurately and adopt an effective course of action.
16. Ability to plan and organize work to meet schedules and timelines.

APPLICATION MATERIALS:
1. A District application to be completed at www.fhdajobs.net (a paper application is available by visiting www.fhda.edu or by contacting Employment Services).
2. Resume of all work experience, formal education and training.
3. Cover letter addressing your qualifications for the position of Web Content Developer.
4. A separate document that provides information which demonstrates your understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.

Incomplete application packets will not be forwarded to the search committee for review.

-OVER-

Application materials become the property of the District and will not be returned.

<u>CONDITIONS OF EMPLOYMENT</u>
Salary: $5 405.62 per month plus benefits; level N-60
Position: Full-time, Permanent, 12 months per year
Starting date: As soon as possible upon completion of the search process.

Excellent benefits package which includes full-cost medical coverage for employee and eligible dependents, dental, vision care, employee assistance program, long-term disability, retirement benefits and basic life insurance.

For information on our benefits package that includes fully paid medical for employees and dependents, visit our Web site: http://hr.fhda.edu/benefits

Persons with disabilities who require reasonable accommodation to complete the employment process must notify Employment Services no later than the closing date of the announcement.

The successful applicant will be required to provide proof of authorization to work in the U.S.

All interviewing costs incurred by applicant are the responsibility of the applicant.

For more information about our application process contact:
Employment Services
Foothill-De Anza Community College District
12345 El Monte Road
Los Altos Hills, California 94022
(650) 949-6217
Email: employment@fhda.edu
http://www.fhda.edu