Job Title: Web and E-Communications Coordinator
The job is classified as a temp and casual position but has the potential to change to a permanent position.

Start Date: On or before April 2, 2012

Description
The web and e-mail communications coordinator is responsible for the electronic communications conducted between the general population at the University of Minnesota and Boynton Health Service. This includes dissemination of target e-mails, web design and development, creation and implementation of surveys and other interactive, electronic techniques for the acquisition of information or communication for the general population.

Duties:
Web Production, Development, and Content Management:
- Initiate and provide oversight for content updates to Boynton Health Service (BHS) and Student Health Benefits (SHB) external websites.
- Develop, design, and implement web functions and content for the BHS intranet.
- Ability to implement web and e-mail designs including hand-coding HTML and CSS.
- Develop and update website visual designs using CSS, templates, and Photoshop.
- Anticipate and review trends in web design and functions to help keep the BHS website consistent with University standards and current with trends in the field.
- Responsible for the collection, summary, and interpretation of utilized data to be used to assess the effectiveness of the BHS website and make changes when necessary.
- Employ the most effective means of evaluating current web functions and performance by conducting focus groups for consumer-based qualitative information, conducting surveys to gather quantitative information, and consult with other vendors to perform usability testing on existing web structure.

Mass E-mail Distribution:
- Responsible for the sending of some mass e-mails and monitor delivery using e-mail management tools.
- Ability to manage e-mail lists using Excel skills.

Other Duties:
- Responsible for the creation and implementation of online surveys.
- Assist with other e-communications needs as they arise.
- Analyze/test HTML and CSS using various online code validation tools in order to comply with World Wide Web Consortium (W3C) standards and University of Minnesota Accessibility of Information Technology standards and to endure browser compatibility.

Required qualifications
- BA/BS degree in MIS, computer science, or a closely related field or a combination of education and related professional level work experience totaling four or more years.

- Experience with web development tools such as Adobe Dreamweaver, Photoshop, Adobe Creative Suite, and SQL Database; e-mail marketing tools such as Lyris ListManager or similar bulk e-mail software; and site management tools such as Google Analytics, Google Search Appliance, and Urchin. Experience working with content management systems such as Drupal or Wordpress. Advanced experience in MS-Excel.

Preferred qualifications
- Bachelor's degree in Computer Science, Computer Engineering, MIS, or Electronic Business

To apply:
Please e-mail resume and cover letter to Jolene Johnson (jjohnson@bhs.umn.edu), Marketing and Communications Manager, by **Friday, February 24, 2012**.