Virginia Union University
1500 N. Lombardy Street
Richmond, VA 23220

Vacancy Announcement
Webmaster
Division of Institutional Advancement

The Webmaster will oversee the organization, design, and functionality of the Virginia Union University (VUU) website. They assure accessibility of the websites for all users including consideration for the Americans with Disabilities Act. The Webmaster ensures the coordinated development, communication, and implementation of web projects, policies, and procedures, and collaborates with university departments and web users to understand and meet the information needs of University constituents and other users. The Webmaster is supervised by the AVP of Communications and may supervise student workers.

General Description and Responsibilities:

- Assumes responsibility for the VUU website by planning, organizing, evaluating, and developing resources, making recommendations for the overall site regarding design, security, upgrades, and technical issues, monitoring the sites and gathering information from the various university units to make refinements based on changing technology, user expectations, and web trends, and assisting with the promotion of the University website in key search engines, journals, books, and directories.
- Creates secure online forms, generates reports, and manages access for approved internal users.
- Helps to assure an informative, accurate, and interesting presence on the web by adhering to University web policies and protocols when necessary, designing and adding new web pages, modifying and updating existing web pages, maintaining current links, and performing other duties related to web development and maintenance.
- Ensures coordinated implementation of web projects by communicating clearly with departments, attending meetings and representing the interests of the University website, and responding to inquiries.
- Assures the accessibility of the University website to all interested persons regardless of disability and assures compliance with state and federal laws regarding accessibility.
- Ensures the optimal look, feel, and usability of the sites as well as the consistency and timely availability of pages released to the site by planning and reviewing the navigational user

interface design and information site architecture, working collaboratively with programming areas, and understanding the target audience and their information needs.

- Establishes policies and procedures for VUU on web-related issues and processes and ensures compliance with University web policies when necessary.
- Works with departments to establish the architecture and design strategy of affiliated websites.
- Promotes a positive and professional image of the university by being knowledgeable about various departmental procedures and policies, appropriately answering questions asked by alumni, donors, faculty, staff, or others doing business with the university, and referring questions or issues beyond the scope of one's expertise to the appropriate administrator.
- Contributes to a work environment that encourages knowledge of, respect for, and development of skills to engage with those of other cultures or backgrounds. Cooperates as a member of Institutional Advancement staff by working well with IA staff and various campus partners.
- Remains competent and current through self-directed professional reading, developing professional contacts with colleagues, attending professional development courses, and attending training and/or courses.
- Contributes to the overall success of Institutional Advancement by performing all other duties as assigned.

Qualifications:

- A bachelor's degree is required.
- At least three years of experience in web page design and development is required.
- Must be able to effectively communicate and collaborate with diverse constituencies with varying levels of technical knowledge.
- Effective interpersonal, organizational and team building skills are required.
- Strong oral and written communication skills are required.
- The ability to develop knowledge of, respect for, and skills to engage with those of other cultures or backgrounds is required.
- An understanding of HTML, Java scripting, and streaming technologies is preferred.
- An understanding of accessibility issues related to disabled users is preferred.
- Work experience in higher education is preferred.

Salary: Commensurate with experience

Applications Deadline:

Review of candidate materials will begin immediately and continue for 30 days after the position is posted. Applications should include a resume with three references and a cover letter and should be emailed to Resumes@vuu.edu. Please call (804) 257-5841 with any questions.

The selected applicant may be required to submit to a background investigation. VUU is an Equal Opportunity Employer. We consider qualified applicants with regard to race, color, religion, sex,

national origin, sexual orientation, disability, gender identity, protected veteran status, or other protected class.

For more information about Virginia Union University, visit https://www.vuu.edu/about-vuu

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