To: HR Files
From: Pete Waack, CEO, Rocky Mountain Student Media
Date: March 9, 2021
Re: Corporate Webmaster Job Description

Rocky Mountain Student Media Corporation
Corporate Webmaster Position

The RMSMC Corporate Webmaster is a leader who takes initiative daily and is responsible for the overseeing the content and structure of some of Rocky Mountain Student Media Corporation's websites and pages. These include the advertising website (and all advertising and income related portions of the Collegian and KCSU's website, including sponsored content and banner advertising). The Webmaster will also help program mass emails using some basic HTML. The Webmaster will be called on for a wide variety of website related tasks.

The Webmaster is detail-oriented and dedicated to website usability and consistency and is responsive to the changing web needs of the RMSMC corporate web needs.

The position requires a commitment of 8 hours per week of work-related duties when school is in session. Many hours can be done remotely. Training for 2021-22 will be done during the second half of the Spring 2021 semester for 4 hours a week (paid).

The ideal candidate possesses the following qualities:
- Good understanding of WordPress functionality.
- Basic DNS knowledge for websites and how to manage organizational email domains.
- An ability to analyze and interpret data drawn from Google Analytics.
- Basic understanding of SEO, and ability to communicate tactics to others.
- Basic understanding of HTML5, CSS and JavaScript and in code libraries (JQuery).
- Willingness to learn and try new things.
- Intermediate to advanced understanding of frontend web development and design.
- Critically thinks about digital presence and increasing readership on sponsored content.
- Communicates challenging concepts to the marketing and web teams effectively to a wide variety of knowledge levels.
- Responds quickly to feedback and criticism and adjusts for the success of the corporate websites and pages.
- Effectively balances time commitments outside of work.

● Understands the need for unique digital marketing content to build greater engagement with audiences.

Main Responsibilities:
● Responds to corporate needs and communicates with the other RMSMC webmasters to ensure communication between the business and content generation departments of RMSMC.
● Works with the corporations outside web consultant to troubleshoot problems that arise and to modify and improve the websites and pages.
● Works with the Digital Production Manager of the Collegian and the KCSU Webmaster and uses Google Analytics data in crafting new strategies to increase web traffic on marketing content.
● Managing the domains and emails for Student Media (with support from IT staff).
● Ensures that visuals on corporate content are designed properly, and in general, ensures the marketing content is fully functional.
● Works across departments and with the Digital Production Manager to tackle long-term web projects, notably the redesign of RMSMC's advertising website.
● Troubleshoots daily problems that arise on the corporate and advertising content on WordPress.
● Recognizes errors on the website related to corporate and advertising content, and either responds to them or informs the appropriate people in order to resolve the error as quickly as possible.

Compensation: $16.00 per hour for 8 hours a week. Applicant will be required to apply for non-need work study if need based is not already secured.

To apply: Submit a resume and cover letter to peter.waack@colostate.edu with the subject line: "Application: Corporate Webmaster" as soon as possible. Application process will cease when a qualified applicant has been hired.