

United Way of Anchorage works to advance the common good by focusing on the building blocks for a good life: education, income and health. Our goal is to create long lasting change that prevents problems from happening in the first place. You are invited to be part of the change.

Position: E-Communications-Web Manager

Primary Job Objective: Manage e-communications, develop and coordinate high impact web content consistent with United Way brand and engagement strategies.

Responsibilities:

Champions the effective use of internet tools to enhance communications and engagement between United Way and its various stakeholders. Serves as key writer, keeping organization's digital language and message consistent. Plans, develops, tests, edits, maintains documents and controls content, look and flow of e-communications. Maintains United Way of Anchorage website, ensuring the continual correctness, completeness and timeliness of information on the site. Plans for regular updates of text, data, and image content. Creates new web pages as directed. Develops graphical interface for web site, banners, email campaigns and e-brochures. Maintains, analyzes and reports e-communication results and web usage and access statistics. Maintains a schedule of all electronic communications to stakeholders. Gathers feedback for web site improvement and enhancement. Performs research, keeps current with web tool developments in order to identify and incorporate new technologies as needed.

Position Requirements:

Education:

Bachelor's degree in Management of Information Systems (MIS), Computer Science, Marketing, or a related field or equivalent combination of education and related work experience required.

Experience: Minimum 3 years proven experience in interactive media including web page design, web site management and web graphic design, including work on large, complex sites and applications. Experience developing e-brand guidelines.

Knowledge, Skills and Abilities:

Keen knowledge of industry standards in website development and content accessibility. Comprehensive knowledge of web development application packages, ability to work with HTML, CSS, XML, scripting languages, image editing applications and cross-platform web accessibility standards. Working knowledge of illustration and layout programs. Experience with a variety of software such as forms generation, spreadsheet, word processing, network email and intranet programs, and file conversion and compression. Excellent understanding of audio and other multimedia production and dissemination techniques.

Excellent interpersonal and communications skills for establishing and maintaining effective working relationships with various teams so as to create desired results; best message, image, layout, graphics, etc. Strong commitment to adding value to user experience. Strong sense of clean design. Ability to work with and organize large volumes of content. Ability to juggle multiple deadlines and priorities in a fast-paced environment and to drive projects from start to finish with minimal supervision.

Example of previous works including descriptions of your part of the projects required.

Please email cover letter, resume, examples of previous works, and references to Sandy McClintock at smcclintock@ak.org. Position closes November 20, 2008.