



**Position Title:** Part-Time Information Analyst/Web Developer

**Job Code:** 8112

**Reports To:** Campus Chief Information Officer

**Grade:** HI

**FLSA:** Exempt

**Job Description:**

The Part-Time Information Analyst/Web Developer develops, evaluates, negotiates and implements on-line marketing programs, including advertising, sponsorships, and promotions.

**Duties & Responsibilities:**

- Develops on-line marketing strategies and recommendations targeted at achieving different campaign objectives examples: maximize traffic, ROI, cost minimization, etc.
- Manages the relationships with on-line marketing partners
- Reviews and compiles data provided from both internal and external sources regarding marketing campaigns traffic reports
- Provides regular reports on the effectiveness of on-line campaigns and promotions
- Audits performance reports provided by third parties and ensure that active campaigns are current
- Monitors internal web statistics to define trends in user profiles, campaign performance, or other trends
- Coordinates the release of new advertising creative material to the appropriate networks and distribution services
- Performs research for potential and future marketing opportunities on the web
- Explores and recommends new creative opportunities and applications that can be used to maximize advertising effectiveness HTML, flash, etc.
- Maintains current knowledge of applicable technology and business trends and issues

**Essential Personnel:**

Non-essential

**Minimum Requirements:**

- Bachelor's degree in Business, Marketing, Advertising, MIS or related area and two (2) years of related experience.
- Comprehensive knowledge and experience with the following: Windows XP IIS 5.0 Server Platforms, Macromedia Dreamweaver MX, MS Access, SQL2000 Server, MS FrontPage, MS Word, MS Excel, PowerPoint along with MS Mail, Outlook
- Knowledge of Scripting / Programming / Web Development / Data-mining
- Fundamental and working knowledge of SMTP applications including SendMail
- Strong communication skills, both verbal and written
- Strong quantitative/analytical skills required
- Strong presentation skills
- Strong web community skills and heavy surfing experience
- Ability to understand and quickly apply new technologies and information

**ACKNOWLEDGEMENT**

I have read and acknowledge receipt of a copy of my job description.

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Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name