

Student Media Web Manager job description, 2016-17



The role

The Web Manager updates and manages the websites for both The Appalachian newspaper and The Peel Literature & Arts Review. The manager is responsible for making sure online content is published in a timely and consistent manner, and alerting the Marketing Director so content can be promoted on social media. The manager oversees the AppSync portal for Student Media, as well as works on the App State Student Media site. The manager is appointed by the Editor-in-Chief and the business manager in consultation with the Assistant Director for Student Media. The director is responsible to the Editor-in-Chief and the business manager.

Application instructions

Your complete application will include your completed application online, your current resume, and at least two samples of relevant work. Incomplete applications or applications received after the deadline will not be accepted. Application materials must be submitted via email to Carl Blankenship, incoming editor-in-chief, at blankenshipcr@appstate.edu. For more information, contact Allison Bennett Dyche, Assistant Director for Student Media, at dycheab@appstate.edu or 828-262-6252.

Managerial Duties

1. **Manage** the websites for both The Appalachian and The Peel, including updating the sites as needed.
2. **Publish** content online in a timely and consistent manner.
3. **Alert** the Marketing Director and desk editors as content is published, so content may be promoted on social media.
4. **Oversee** the AppSync portal for all of Student Media.
5. **Work** on the App State Student Media website as necessary.
6. **Coordinate** with the business office to launch digital ads on the website.
7. **Communicate** with the Web host to ensure the website runs smoothly, and troubleshoot any problems that may arise.
8. **Research** trends in website design and user experience, and suggest and implement new ideas for The Appalachian and The Peel.
9. **Train** editors and staff on how to properly upload content to the website.
10. **Report** on site analytics and social media engagement to editorial board, in conjunction with the Marketing Director, and roll out initiatives to improve engagement.
11. **Attend** twice weekly editorial board meetings for The Appalachian.
12. **Attend** business meetings as needed.
13. **Meet** with The Peel editors a few times a year for website updates.
14. **Meet** with the business manager and/or editor-in-chief to discuss digital strategies, and any other issues related to online.