

POSITION DESCRIPTION

Position: Website Development Director
Hiring Organization: United Way of Salt Lake
Salt Lake City, UT
Department: Marketing and Communications
Reports to: Vice President Marketing and Communications
uw.org

ORGANIZATION BACKGROUND

United Way of Salt Lake serves individuals and families in Davis, Salt Lake, Summit, and Tooele counties. This four-county area represents approximately 1.4 million people or about 52 percent of Utah's population.

For over 100 years, United Way of Salt Lake has served and strengthened the greater Salt Lake community. Established in 1904 as the Salt Lake Charity Association, its original mission was to help the poor, discourage panhandling, and coordinate multiple programs. The historic “community chest” with a broad charitable mission has transformed into an agent for social change focused on Collective Impact— bringing partners together in new and innovative ways to identify problems and develop lasting solutions.

United Way of Salt Lake houses United Way 2-1-1, a statewide health and human service information phone line, which connects individuals and families to important resources and volunteer opportunities.

WORK ENVIRONMENT

UWSL's work environment is fast-paced, friendly, committed, nonpartisan, and ever changing. Employees are dedicated, appreciated and recognized for their efforts, and all levels of management are engaged in the work daily. We offer competitive wages and a generous, comprehensive benefit package. The internal focus continues to be on high level results – communicating, aligning, and integrating around the organizational goals.

POSITION OVERVIEW

The Website Development Director reports directly to the Vice President of Marketing and Communications and is responsible for implementing and using technology solutions (currently Convio – Blackbaud platforms) to expand United Way of Salt Lake's online presence, increase web traffic, and improve visibility to help meet the organization's overall mission and goals. The Website Development Director is responsible for developing, managing, and maintaining the primary websites of United Way of Salt Lake (uw.org and 211ut.org) and has a strong user understanding and demonstrated expertise in web content, usability, architecture, development, and design.

KEY RESPONSIBILITIES

- Manage website development to incorporate new features and functionality
- Develop and create new web content and keep all web content current and updated regularly
- Manage and develop functionality of peer-to-peer fundraising and advocacy web modules
- Maintain a consistent look and feel throughout all web pages
- Develop, expand, and manage current site designs and lead appropriate redesigns when needed

- Copy edit and proof read all web content
- Maintain relationships with key team members, web vendors, and technical support teams
- Track and report on all site metrics
- Keep current with emerging web technologies

POSITION REQUIREMENTS

- Experience implementing responsive design/mobile websites
- Extensive knowledge of web analytics, SEO, and Social Media/Marketing technologies and techniques
- Solid understanding of infrastructure architecture, networking and web protocols and standards
- Advanced knowledge of HTML and experience with popular content management systems
- Ability to manage multiple projects in a fast-paced, deadline-driven environment
- Basic Adobe Photoshop, InDesign, Illustrator skills
- Proven ability to build consensus and work effectively with cross-departmental teams
- Excellent copy editing and proof reading skills

PREFERRED SKILLS

- Knowledge of Blackbaud/Convio platforms including: Luminate CRM, TeamRaiser, Sphere Advocacy
- Photography and video editing

MINIMUM QUALIFICATIONS

- At least 3 years experience managing content and production for high traffic websites
- Bachelor's degree in Technical Writing, Web Development, Communications, or a related field

SALARY INFORMATION

\$43,000 - \$48,000

TO APPLY

Complete applications will be considered for the position. Interested applicants should submit a cover letter, resume, and employment application. Employment applications can be found at <http://www.uw.org/about-us/careers/>.