



**Community Education Group
Job Posting
Information Technology (IT) and Web Development Specialist**

About the Organization:

Founded and led since 1992 by Executive Director A. Toni Young, CEG’s mission was to address the health, socio-economic, environmental, and systemic challenges facing the Black community by creating and enhancing community and peer-based outreach and service programs. CEG’s mission has since evolved to encompass all underserved communities that are affected by health outcome and health access disparities, including those in rural WV. For nearly 30 years, CEG has provided culturally appropriate direct client support services, organizational TTA, capacity-building assistance, social marketing, media outreach, health promotion, and community-based research and evaluation to address pressing health needs and to create change in regard to achieving health equity.

Today, CEG is leveraging its decades of experience and expertise to adapt and implement successful intervention models on behalf of all underserved and disenfranchised communities, especially those in rural areas, burdened by poorer health outcomes and health access disparities. Alongside the launch of the Rural Health Service Providers Network (RHSPN), a subsidiary partnership with TruEvolution, CEG and RHSPN are committed to ending the HIV, Viral Hepatitis and Substance Use Disorder (SUD) syndemic throughout Appalachia.

Position Summary:

The IT and Web Development Specialist provides continually oversight, troubleshooting and ongoing development of all CEG owned websites to provide seamless user experiences. The position demands user behavior by analyzing user data and establishing strategies to maximize overall impact. The IT and Web Development Specialist is also responsible for ensuring that CEG’s team members across all projects are able to easily submit site content, manage programmatic training and an events calendar. This position determines work tactics, project deliverables, and resource requirements, while also participating in the development of Group action plans, work processes, and systems. The IT and Web Development Specialist must be available at a moment’s notice to respond to outages due to hacking and systems outages.

<u>Job Location:</u>	Flexible, although residency in West Virginia or the District of Columbia are preferred.
<u>Travel Requirements:</u>	Minimal
<u>Reporting Relationship:</u>	Director of Development
<u>Supervisory Relationship:</u>	None





Agency-Wide Duties and Responsibilities:

- Supports the mission, vision and values of the CEG and the RHSPN
- Complies willingly with all organizational policies and procedures
- Supports and facilitates positive interaction with others by exhibiting:
 - Individual maturity
 - Respect for others
 - A team-centered approach
 - Cultural humility
 - Maintenance of confidential information
- Communicates appropriate information to their supervisor and other departments in a timely and effective manner.
- Attends twice weekly staff meetings (x8 per month), on time and prepared with requested materials and updates
- Attends weekly check-ins (x4 per month) with whomever is their direct supervisor
- Attends all virtual meetings of the West Virginia Statewide Stakeholder Coalition and the Rural Health Service Providers Network
- Attends annual staff retreat (x1 per year)
- Attends at least one virtual or in-person conference (x1 per year)

Position-Specific Duties/Responsibilities:

- Prioritize the user and organizational objectives at all decision points.
- Manage the full life cycle of assigned sites, from asset-gathering and acceptance to site build-out, promotion, timelines, evergreening, maintenance, and sunsetting.
- Ensure CEG's brand standards on all web projects.
- Maintain a thorough understanding of the web and mobile publishing process and tools across all of CEG's websites and use this to inform production timelines.
- Oversees updating and formatting web content as needed.
- Assist with development projects for CEG, Black in Red, the Rural Health Service Providers Network, and any other projects as assigned, WordPress and other CMS solutions as necessary, and manage development on large-scale projects that utilize external vendors or contractors.
- Be the product expert on CEG's digital presence. Offer expertise to internal and external stakeholders on product integrations, feasibility, upgrading as appropriate.
- Collaborate with internal and external stakeholders to create incredible web experiences that grow traffic and engagement to content by adopting user experience, information architecture, social media integration, and search engine optimization (SEO) best-practices.
- Track and analyze website traffic trends and use findings to make data-driven decisions about editorial content.
- Monitor web traffic, performance and capacity to identify, prevent, and resolve issues.
- Develop processes to increase workflow efficiency and general web team productivity. Maintain a backlog of product updates gathered from engaging internal and external audiences and organize into sprint schedules, collaboration with IT and Comms partners.
- Constantly develop new ideas for engaging online communities.





- Provide direct support for online fundraising and donor management efforts.
- Provide direct support for integrated marketing efforts.
- Other duties as assigned.

Professional Qualifications:

- Bachelor's degree in Information Technology, Web Design and/or Marketing and Communications, or commensurate experience.
- Three years of experience in a similar role.
- Demonstrated success at managing website projects and digital campaigns.
- Experience with web writing, graphic design, CMS management, and marketing are a plus.
- Deep familiarity with online marketing practices.
- Experience managing an online community.
- Excellent writing and editing skills.
- Excellent interpersonal skills, ability to build consensus and partnerships, a team player with the ability to work independently.
- Ability to craft/execute online engagement campaigns in support of overall business objectives.
- Working knowledge of web analytics applications (such as Google Analytics, Salesforce CRM, AWS web environments), Google Ads/Search engine campaign creation, general UTM creation/tracking and SEO knowledge.
- Understanding of web technologies and trends.
- Basic graphic design/photo editing skills.

General Skill Requirements:

- Excellent with self-management and communication with fellow-staff and outside coalition partners when traveling or working remotely.
- Excellent oral, written, interpersonal communication, public speaking and presentation skills
- Exemplary ability to manage multiple tasks using independent judgment and discretion
- Ability to work independently and accurately in a high-paced, deadline-oriented environment, particularly while working remotely
- Ability to work under pressure while exercising discretionary judgment; make decisions when necessary with minimal direct supervision; work remotely without supervisory accompaniment
- Ability to work both remotely and in an open office environment
- Ability to capture values and organizational culture in writing and other communications efforts

Physical and Sensory Requirements:

- Ability to read, write and converse in English
- Ability to communicate efficiently with staff, stakeholders, and vendors





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- Ability to remain calm and composed under stress
- Bending, lifting, grasping, fine hand/eye coordination, pushing/pulling, and/or prolonged sitting/standing
- Ability to respond to telephones and other auditory stimulation
- Ability to organize
- Quantitative/mathematical ability (addition, subtraction, multiplication, division, standard measurements)
- Ability to evaluate/interpret information and make independent judgments/decisions

Compensation and Benefits:

This is a contract position. CEG will not be responsible for withholding taxes, nor will the organization provide employment benefits.

How to Apply:

[TO APPLY CLICK HERE](#). Submit a cover letter, resume and three writing samples. Incomplete submissions will not be considered. Black folks, people residing in or with a history of work in rural areas, people living with HIV, people with lived experience of substance use disorder, and LGBTQ+ people are encouraged to apply. **Initial screening will begin July 19th, 2021** and continue until the position is filled. No phone calls or emails please.

The Community Education Group is an equal opportunity employer. For more information about the Community Education Group visit www.communityeducationgroup.org.

