

- Will serve as technical support for the all editors/content users for the OHS web site.
- Will train and manage all editors/users of the OHS web site.

III. MINIMUM QUALIFICATIONS:

A. Education, Experience, & Training:

- B.A., preferably in communications / journalism /graphic & web design or related field.
- Working knowledge of HTML / CMS experience
- Experience working with Expression Engine desirable and knowledge of Site Maker
- Bachelors Degree in Graphic Design or related field with a minimum of 5 years experience in graphic design and at least 3 years in web design and management.
- Knowledge of editing and AP Stylebook standards.

B. Other Qualifications

- Ability to work in a team setting and manage priorities of multiple internal clients
- Ability to effectively use strong analytical and problem-solving skills.
- Ability to influence across the organization and work effectively with all levels of management and staff.
- Ability to convey complex subject matter clearly and engagingly.
- Ability to catch spelling errors without electronic assistance (on hard copy).
- Skill in keying 60 wpm to meet deadlines for various projects.
- Ability to work with a positive attitude.
- Ability to work well in a multitasking environment with frequent interruptions, paying close attention to details.
- Must have excellent written and verbal communication skills.
- Strong knowledge and familiarity with the Internet.
- Must be proficient in Microsoft Office 2000 applications.
- Ability to understand and use Google Analytics to help guide content priorities, content needs and determine trends.

C. Physical Demands:

- Must be able to transport 25 lbs. and be able operate a personal computer and corresponding software programs (Microsoft Word, Excel, Power Point, Adobe)

IV. ESSENTIAL JOB DUTIES:

- | | |
|-----|--|
| 35% | Conceptualizes, designs, writes and edits materials for target audiences integrating compelling and creative text, still images, audio- and video-file components, and links to relevant Ochsner and/or Internet resources into consistent, appealing and thoughtful online presence |
| 25% | Possess the ability to envision how the Web site fits into and supports the Ochsner's overall patient, internal, marketing and advertising goals. |

- 15% Work with the Ochsner’s interactive agency to plan for the long-term growth of the site, sets priorities and plans content proactively with internal clients.
- 25% Serves as an organizational leader (or contributor to the leadership team) in digital strategy. Possesses online acumen to provide added value to content provided by internal clients.

V. APPROVALS:

Name	Title	Date
_____	_____	_____

Name	Title	Date
_____	_____	_____

Name	Title (Compensation Services)	Date
_____	_____	_____

VI. This job description is a summary of the primary duties and responsibilities of the position. It is not intended to be a comprehensive listing of all duties and responsibilities. Contents are subject to change at management’s discretion.

VII.

**OCHSNER CLINIC FOUNDATION
JOB PERFORMANCE STANDARDS**

JOB TITLE: Webmaster/Managing Web Producer

JOB CODE: 5103

DEPARTMENT: Marketing

FLSA STATUS: Exempt

Essential Job Duty

Weight

Standards

I. Conceptualizes, designs, 35%
writes and edits materials for
target audiences integrating
compelling and
creative text, still images,
audio- and video-file
components, and links to
relevant Ochsner and/or
Internet resources into
consistent, appealing and
thoughtful online presence.

- Maintains physician database
- Consistently makes updates to copy, images, video, etc. to ensure that Ochsner.org is timely and relevant
- Is able to manage time and can manage multiple projects, shifting priorities and competing demands.
- Demonstrates the ability to insure proper delivery of all messages
- Must excel in verbal and written communication skills as well as grammar and proof-reading skills.
- Continuously stays abreast of new tactics and technology in the design and development of Web sites.
- Monitors competitor's Web sites.

<p>II. Possess the ability to envision how the Web site fits into and supports the Ochsner’s overall patient, internal, marketing and advertising goals.</p>	<p>25%</p>	<ul style="list-style-type: none"> • Stays abreast of all Marketing Strategies and ensures that Ochsner.org is in line with flight plans and campaign launches. • Takes direction from the AVP of Marketing, Marketing Manger and Director of Public Relations on updates to Ochsner.org and can work with marketing Specialists to ensure that all facility needs are met. • Has full knowledge of the Division and can step in when needed to assist in other areas. • Serves as an organizational leader (or contributor to the leadership team) in digital strategy. • Possesses online acumen to provide added value to content provided by internal clients.
<p>III. Work with the Ochsner’s interactive agency to plan for the long-term growth of the site, sets priorities and plans content proactively with internal clients.</p>	<p>15%</p>	<ul style="list-style-type: none"> • Work with the Ochsner’s interactive agency to plan for the long-term growth of the site, sets priorities and plans content proactively with internal clients. • Serves as an organizational leader (or contributor to the leadership team) in digital strategy.
<p>IV. Serves as an organizational leader (or contributor to the leadership team) in digital strategy. Possesses online acumen to provide added value to content provided by internal clients.</p>	<p>25%</p>	<ul style="list-style-type: none"> • Ability to influence across the organization and work effectively with all levels of management and staff. • They are the keeper of all things Ochsner.org, Ochsner Health Systems 24-hour online publication / interactive communication point for patients, families, job seekers and physicians alike.