



THE UNIVERSITY OF THE WEST INDIES

POST OF DIGITAL MEDIA AND DATABASE MANAGER

Applications are invited from suitably qualified persons for the post of Digital Media and Database Manager in the Institutional Advancement Division (IAD), Vice-Chancellery, The UWI Regional Headquarters.

MAIN PURPOSE AND SCOPE OF THE JOB:

The Digital Media and Database Manager is the primary point for all CiviCRM database functions and oversees the integrity of the UWI Alumni and Friends database procedures including audit and evaluation. The employee designs reports and queries for mailings, ensures completion of all constituent data entry and updates, imports and exports data, creates or assists with the creation of labels, assists with or performs mail and email merges and creates groups for updates and meetings.

Responsibilities:

Reporting to the Director of Alumni Relations, the successful candidate will be expected to:

- Maintain and enhance the Alumni Online (AO) Web Community for Engagement + E-mentorship + online UWIAA fee payment.
- Distribute Alumni Relations and Advancement electronic newsletters/communications.
- Maintain AO Social Media, managing in excess of 10 SM profiles for UWI, UWI Foundations and UWI Alumni Association Chapters.
- Maintain and update IAD Database using data provided by the UWI Chief Financial Officer and Alumni Associations.
- Drive efforts to secure access to the campus legacy Alumni records via direct access to Banner (UWI management information system) using existing reporting tools ex. Argos, BI.
- Train and support staff on IAD's AO Website (Drupal) and Database (CiviCRM).
- Report on donations and events registrations and UWIAA membership payments via AO/CiviCRM.
- Develop and maintain IAD related websites and web applications.
- Design flyers, invitations, electronic newsletters, programmes, donation cards, etc.
- Implement the social media strategy, coordinate with stakeholders across the UWI to ensure its effectiveness – encourage adoption of social media by volunteer groups and inculcate this into alumni strategies.
- Manage social media campaigns and day –to–day activities.
- Manage social networking sites including LinkedIn, Facebook, Twitter and others, post blogs and seed content into social applications as needed
- Monitor effective benchmarks for measuring the impact of social media programmes and analyze, review and report on campaign effectiveness in order to maximize results
- Assist with the organization and management of alumni webinars
- Other duties assigned by the Director of Alumni Relations and Executive Director, IAD

Qualifications and Experience:

- Master's Degree in Information Technology or related field and must be competent in:
- HTML, XHTML, CSS (1 and 2) and appropriate editing tools
- Demonstrate ability to code valid XHTML and CSS
- Develop cross-browser and cross-platform compatible solutions
- Understanding of Web Accessibility and be able to demonstrate work that conforms to accessibility guidelines
- Use of content management systems (Joomla experience preferable)

Knowledge of:

- DHTML and AJAX techniques

- Emerging web technologies
- Basic PHP and MySQL – especially the integration of server-side code to produce dynamic pages
- SQL language
- Internet research tools
- Graphic design packages such as Photoshop or Illustrator in order to produce professional designs
- JavaScript, particularly for use in form validation, to create rich interactive content desirable

The successful applicant will be expected to assume duties March 1, 2024.

Full details of the remuneration package may be obtained from the Office of Administration by contacting us at **email: hrapplications@uwimona.edu.jm**). Detailed applications giving **i)** full particulars of qualifications and experience, biodata; and **ii)** the names, titles, mailing and e-mail addresses, fax and telephone numbers of three (3) referees should be sent as soon as possible to the: **UNIVERSITY REGISTRAR, OFFICE OF ADMINISTRATION, THE VICE CHANCELLERY, THE UNIVERSITY OF THE WEST INDIES, THE UWI REGIONAL HEADQUARTERS, HERMITAGE ROAD, KINGSTON 7, JAMAICA, W.I., E-mail: hrapplications@uwimona.edu.jm**

The closing date for receipt of applications is **January 18, 2024.**

The University of the West Indies thanks all applicants, however, only shortlisted candidates will be contacted.