



The Gow School

Job Title: Website Manager/Database Support

Department: Admissions

Supervisor: Associate Director of Admissions, Marketing and Communication

Position Overview: Independent position oversees the website while supporting the entire campus with database support

Employment Classification: Full-time, non-exempt

Scheduled Days and Hours: Monday-Friday, 40 hours per week; events as needed

Essential Job Functions:

Website Manager (50%)

Annually:

- Update the Online Faculty/Staff Directory (August/September)
- Assist with online Back-to-School forms (August/September)
- Organize and train content contributors (September)
- Add new users to and launch Vidigami (September/October)
- Present on website and Vidigami functionality at Parents Weekend (October)

Weekly:

- Coordinate online sports reporting with coaches
- Update Athlete of the Week awards
- Make calendar additions/changes
- Check-in on/troubleshoot for content contributors
- Assist with photography/Media Gallery/Vidigami*
- Complete online updates as requested by administrators, faculty, and staff

Ongoing:

- Enter and edit sports schedules (seasonal)
- Create registration pages for upcoming events
- Design website graphics as needed using Photoshop or comparable software
- Update News stories
- Upload student work, such as The Govian Newspaper, for online viewing



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- Submit support tickets to Finalsite for “unsolvable” software issues
- Complete periodic audits of website content for outdated/incorrect information
- Monitor website performance/trends using Google Analytics
- Optimize website pages for search (organic SEO)
- Assist Admissions Office with SEM campaigns
- Analyze and track the effectiveness of SEO changes and SEM campaigns
- Solicit online reviews from alumni, parents, and students
- Stay up-to-date on software developments and the latest school website trends using industry resources**

**Finalsite offers extensive resources including webinars, ebooks, and support manuals.

*Photo shoots may require afternoon/evening game coverage, as well as weekend (Winter Carnival) and evening (4H Presentations) events.

Database Support (50%)

- Learn (via training, webinars and support materials) Senior Systems (SS) and Raiser's Edge (RE) databases to support campus
- Assist with integration, imports and exports between SS and RE
- Create reports for department heads on an as needed basis
- Explore efficiencies of the databases

Required knowledge, skills and abilities: Website management, Senior Systems and/or Raiser's Edge database experience desired. Or someone who is comfortable with technology and possesses a strong drive to learn the website and multiple databases.

This position requires a flexible spirit and a creative thinker who can work independently.

Excellent computer skills in a Microsoft Windows environment, effective oral and written communication skills, must be detail orientated, excellent organizational skills, exhibit a high level of confidentiality, must be able to identify and resolve problems in a timely manner.

The Gow School community is guided and unified by a set of core beliefs, embodied in our Four Pillars of kindness, respect, honesty, and hard work. We seek employees who embrace and value these beliefs.

Qualifications: Bachelor's degree preferred.

To apply: Please submit a resume and letter of interest about the position to Katie Tierney, ktierney@gow.org.