

# THE HOCKADAY SCHOOL

**Available Position:** Webmaster  
**Department:** Communications  
**Reports to:** Director of Communications  
**FLSA Classification:** Exempt (Salary)  
**Full/Part Time:** Full Time  
**Date Posted:** August 11, 2017

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## **About Hockaday:**

The Hockaday School is an independent, college preparatory day and boarding school for girls of strong potential and diverse backgrounds who may be expected to assume positions of responsibility and leadership in a rapidly changing world. With an enrollment of more than 1,000 students, The Hockaday School is the nation's largest prekindergarten through grade 12 independent girls' school. Ranked among the country's finest college preparatory schools, it was founded over a century ago and continues today to build on its original Four Cornerstones: Character, Courtesy, Scholarship, and Athletics.

## **Position Description:**

Hockaday's Webmaster supports and implements digital communications strategy to engage users and facilitate a positive user experience through the School's online presence and other forms of digital marketing. The Webmaster is a full-time member of the School's Communications team and reports to the Director of Communications. This individual develops and maintains The Hockaday School's website and internal intranet site referred to as the Resource Board and coordinates across the School to publish or develop new content. The Webmaster will support the brand standards through the design for the site and will monitor site traffic to help analyze site capacity and meet navigation and traffic demands. The Webmaster will answer questions from the community including parents, faculty, staff, Trustees, alumnae, and students. This individual will perform backups, manage databases, and administer website permissions and security. The Webmaster must have a working knowledge of HTML, JavaScript, and SQL, and a background with Formstack, Whipple Hill and/or Blackbaud interfaces is preferred. The Hockaday Webmaster is committed to working as a collaborative team member to achieve integrated communications goals within the long-term vision of Hockaday's mission and strategic priorities.

**Essential Functions:**

- Provide content management, development, and maintenance of the School's website
- Serve as back-end administrator for databases, distribution lists, annual procedures which includes creating School years, terms, graduation/promotion of students, withdrawal of students, and faculty, addition of new students and parents, setup athletic seasons, teams, coaches, etc.
- Provide technical support and troubleshoot issues with parents including login issues, forms completion, website navigation
- Serve as back-end administrator for Alert Now system (SMS notification system)
- Troubleshoot website issues pertaining to problems with content, layout, integration issues, and other various issues that constituents encounter
- Catalog photographs into Extensis content management system based on keyword identification and search
- Work with Health Center to serve as administrator for health portal containing students' health records
- Manage back-end setup for annual Admissions re-enrollment and new student enrollment in the Blackbaud database
- Compile All-School Directory content based on dedicated program designed for Hockaday's custom-designed program
- Identify and use available software tools to achieve best practices for digital communications goals
- Develop productive and mutually supportive relationships through meetings and trainings with colleagues in departments across the School including but not limited Admissions, Development, Academics, Athletics, Residence Life, etc.
- Support, develop, and execute operations for distribution of email communications
- Collaborate to disseminate information as appropriate to meet the needs of parents, students, alumnae, employees, donors, and other key constituencies
- Coordinate with Information Technology team to support data management and digital applications
- Implementation of communications strategies in adherence with all applicable brand standards and policies for Accepted Use Policy and appropriate use of technology including network resources, database information, and social media
- Back-end management of Blackbaud software and database integration processes
- Coordinate with Information Technology to manage login processes/communications for website
- Manage digital databases as required, including annual data updates

**Qualifications/Experience:**

- Commitment to work as a collaborative team member to achieve integrated communications goals within the long-term vision of Hockaday's mission and strategic priorities
- Bachelor's degree in web development, communications, or related field
- Knowledge of Whipple Hill or Blackbaud products, MyBackPack, Magnus, Formstack, and Issuu preferred
- Minimum 5-years experience in digital communications/web development
- Knowledge of Adobe Creative Cloud and other graphics and video editing software

- Experience with software instruments for survey design and reporting
- Strong writing and editing skills
- Highly organized, detail oriented, creative self-starter
- Experience with content management systems

**Physical Requirements and Work Environment:**

- Regularly works in standard office conditions and climate
- Regularly uses close and distance vision, including work at a computer screen for extended periods of time
- Occasionally required to move around the office and works at a desk for extended periods of time
- Ability to occasionally move items weighing up to 30 lbs.
- Works in an occasionally stressful environment, effectively dealing with a wide variety of challenges, deadlines, and a varied and diverse array of contacts
- Stamina to maintain attention to detail despite interruptions
- Ability to periodically work flexible hours to support before and after-school or weekend events

**Application Requirements:**

Qualified candidates should complete an [online application for employment](#) and attach a cover letter, résumé, statement of philosophy, and/or copies of college transcripts. You will receive an email confirming receipt of your application. Contact [recruitment@hockaday.org](mailto:recruitment@hockaday.org) with any questions.

*The Hockaday School is an equal opportunity employer. It is our policy not to discriminate, and to comply with all applicable state and federal laws prohibiting discrimination in employment based on race, color, sex, sexual orientation, creed, religion, national origin, ethnicity, age, disability, veteran status or other applicable protected classification.*