

**POSITION:** Graduate Assistantship

**DEPARTMENT:** Office of Undergraduate Admissions, Cope Administration Building

**APPOINTMENT PERIOD:** 12 month contract (stipend and tuition)

**ANTICIPATED START DATE:** Spring 2011 Term (January 13, 2011)

**SUMMARY:**

Position will be responsible for the design, organization, functionality, accessibility, navigation and overall usability of Undergraduate Admissions departmental web site. This position works closely with representatives within the department and within the University to ensure the web site supports the information and outreach initiatives that are central to the mission of the Office of Undergraduate Admissions and the Student Affairs Division. Additional responsibilities will include maintenance of current departmental social media sites (Facebook, Twitter, and YouTube).

**DUTIES AND RESPONSIBILITIES:**

Partner with functional unit representatives to develop strategies and help translate their functional/business requirements into web-based solutions that support the unit's overall mission and vision.

Create, edit, manage and maintain web sites and/or applications that support unit initiatives.

Develop web standards and guidelines for style, content and code through 1) research of current web trends, 2) usability testing of clients, 3) surveys of clients and content managers, 4) administrative feedback and benchmarks, 5) university computer use policies.

Establish and maintain effective working relationships unit communities; identify new and ongoing client needs.

Monitor and analyze web-related statistics; identify trends in the nature, frequency, and types of services requested, and use this data to continually improve content and quality of services.

Design, develop and maintain web maintenance requirements for dynamic content and document same, i.e. pages with date-sensitive information.

Perform other duties as assigned.

**REQUIRED QUALIFICATIONS:**

Applicants must be admitted or currently enrolled in a graduate program at MTSU and meet required grade point average. Academic program/major flexible. Background and experience with management of information systems, web development, and social media tools essential. Must demonstrate experience with primary duties outlined in job description.

**REQUIRED APPLICATION MATERIALS:**

Cover letter, resume, list of three references, and a completed graduate assistantship application that can be obtained @ <http://www.mtsu.edu/graduate/student/gtas.shtml>

**SEND APPLICATION MATERIALS TO:**

David Cicotello  
Associate Vice Provost  
Admissions and Enrollment Services  
208 Cope Administration Building  
Middle Tennessee State University  
Murfreesboro, TN 37132

**DEADLINE FOR APPLICATIONS:** January 3, 2011