

CLASS WEB CHAIR/DIGITAL MEDIA COORDINATOR

TERM ♦ 5 years

SMITH COLLEGE CONTACT ♦ Web Design Associate; Digital Coordinator

The class Web chair/Digital Media Coordinator is responsible for creating and maintaining the class Web site and/or the class's presence on social media sites (facebook, twitter, etc.).

QUALIFICATIONS

- ♦ Familiarity with Desktop Publishing or WYSIWYG Web Development (Adobe Dreamweaver, Microsoft Frontpage) or word processing tools (Microsoft Word)
- ♦ Familiarity with electronic media (digital photography and photo processing) to assist with promoting and documenting class events via the class Web site and/or on social media

RESPONSIBILITIES

- ♦ Create and maintain the class Web site, using either Office of Alumnae Relations templates or web development software, ensuring that pages are up to date
- ♦ Take steps to ensure the security of classmate's personal information that may be accessible on the site, and always obtain permission before identifying a classmate in a photo or document
- ♦ Coordinate with Smith College staff to be sure the class Web site is linked through the Office of Alumnae Relations Web site
- ♦ Share news of the class and college using social media
- ♦ Serve as a Smith Fund Social Media Ambassador (this means that the Class Web Chair/Digital Media Coordinator will receive news from the Smith Fund to share on the class Web site and/or via social media)