**Job Description Form**

**Employer Information:**

**Name:** Lakeland College **Address:** W3718 South Drive Plymouth, WI 53073

**Position**: Website and Social Media Manager for the Mirror

**Supervisor**: Director of Student Publications & Mirror Adviser

**Reports to**: Vice President - Academic Affairs & Dean of the College

**Job Purpose**: Manage the Mirror’s website and online media content

**Duties and Responsibilities**:

* Responsible for posting content including stories, photos, sports scores, etc. as they are poised for publication
* Works with Managing Editor for a list of content slated for the Website and posting deadlines.
* Works with Editorial staff to
	+ manage Facebook content.
	+ manage Twitter updates.
	+ create and post new polls.
* Edits obvious errors prior to publishing, consulting with copy editor as needed.
* Updates featured images and maintains a fresh view of Website.
* Reviews and reports Website analytics to Editorial staff
* Manages spam.
* Approves legitimate comments to the Website.
* Responsible for helping to recruit staff members.

**Job Qualifications**: The person for this job is a self-motivated, independent worker with a working knowledge of social media. Excellent technology skills, ability to manage a WordPress Website including some html knowledge, and general writing and editing skills are required.

**Length of Employment**: This varies, but generally one academic year.