

# UNIVERSITY OF SCIENCE AND ARTS OF OKLAHOMA

Human Resources

## NOTICE OF VACANCY

<b>Position Title</b>	<b>Webmaster</b>
<b>Salary</b>	\$50,000–\$60,000 annually; dependent upon experience
<b>Reports To</b>	Coordinator of Marketing Operations
<b>Benefits</b>	USAO offers a comprehensive benefits package including retirement, health, dental, vision, and life insurance.
<b>Position Type</b>	Full-time   FLSA Exempt
<b>Hours</b>	Monday–Friday, 8:00 AM–5:00 PM
<b>Start Date</b>	July 1, 2026

### Position Summary

The Webmaster is a hands-on technical role responsible for the performance, maintenance, and strategic direction of USAO's web presence. Serving as the primary point of accountability for the university's website, this position manages the digital infrastructure needed to deliver a modern, high-performing site that supports recruitment and institutional goals. Beyond day-to-day website updates and operations, this position ensures the site remains fully accessible and compliant, brand-aligned, and visually engaging, while leveraging data-driven analytics to maximize visibility and continuously improve the user experience.

### Essential Duties & Responsibilities

- **Website Management & Strategy:** Develop and maintain website content, digital architecture, and strategy for USAO. Serve as the primary point of accountability for the performance, accessibility, and overall direction of the university's web presence.
- **Search Engine Optimization:** Optimize page content and structure to improve search engine visibility and drive institutional awareness. Monitor performance and adjust strategy based on data and emerging best practices.
- **Analytics & Reporting:** Use analytics platforms to measure site performance, identify trends, and evaluate the effectiveness of digital outreach. Provide data-driven recommendations to strengthen recruitment and marketing outcomes.
- **ADA Compliance & Digital Accessibility:** Ensure all university web pages maintain strict ADA compliance and adhere to state and federal laws regarding digital accessibility and privacy, providing an inclusive experience for all users.
- **Visual Design & User Experience:** Enhance the visual aesthetic and user interface of the website to ensure a modern, professional, and engaging presence that reflects USAO's brand identity.
- **Brand Consistency:** Ensure all web content remains aligned with established brand standards across academic and administrative pages.

- **IT & Vendor Coordination:** Work with the IT Department and outside vendors to configure, maintain, and optimize website infrastructure and performance.
- Additional duties as assigned.

## Skills & Abilities

- Thorough knowledge of website analytics platforms, specifically Google Analytics
- Working knowledge of HTML/CSS, XML, SQL, JavaScript, and Drupal
- Familiarity with Content Management Systems (CMS) and web graphics standards, including file format knowledge, resolution and sizing best practices, accessibility standards for images, and UI conventions
- Excellent written and verbal communication skills
- Strong organizational and time management skills with the ability to work independently

## Required Qualifications, Education & Experience

- **Education:** Associate's degree in a related field and/or equivalent experience or training required; Bachelor's degree in Computer Science, Graphic Design, Web Development, or a related field is preferred.
- **Experience:** Minimum of two years of experience in website maintenance, web design, HTML, and SEO required; experience in higher education is a plus.
- **Technical Expertise:** Proficiency with HTML/CSS, Google Analytics, and at least one Content Management System required. Working knowledge of XML, SQL, JavaScript, and Drupal is preferred.
- **Communication Skills:** Excellent written and verbal communication skills required, with the ability to work independently and manage multiple priorities.

## Physical Demands

The physical demands described here are representative of those required to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions. This role requires prolonged periods of sitting at a desk and working on a computer, with regular use of close vision, talking, and hearing.

## Work Environment

This position operates in a standard office environment with a moderate noise level. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this job.

## How to Apply

Complete the USAO application at [usao.edu/about/personnel.html](https://usao.edu/about/personnel.html). When completing the USAO application, please attach:

- A letter of interest
- Detailed resume
- Three (3) professional or academic references
- Any necessary transcripts

## About USAO

The University of Science and Arts of Oklahoma (USAO) is a public liberal arts college located in Chickasha, Oklahoma, about 40 minutes from Oklahoma City, and is a member of the Council of Public Liberal Arts Colleges (COPLAC). It is charged by the Oklahoma State Regents for Higher Education “to provide an outstanding general education program for the State of Oklahoma with strong offerings in the liberal arts and sciences.” For more information about USAO, see [www.usao.edu](http://www.usao.edu).

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### **AN AFFIRMATIVE ACTION / EQUAL OPPORTUNITY EMPLOYER**

*The University of Science and Arts of Oklahoma (USAO) is committed to providing equal opportunity in all university programs and activities. In compliance with all applicable federal and state laws and regulations, including Titles VI and VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, as amended, and other applicable laws, USAO does not discriminate on the basis of race, color, national origin, sex, gender identity or expression, sexual orientation, age, religion, disability, genetic information, or veteran status in its employment practices, educational programs or services, activities, admissions, policies, practices or procedures.*

*As required by the US Department of Education, employees are required to report violations under Title IX and, under the Jeanne Clery Disclosure of Campus Security Policy and Crime Statistics Act (Clery Act), select individuals are required to report crimes. If this position is identified as a Campus Security Authority (Clery Act), you will be notified, trained, and provided with resources for reporting.*

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