PANOLA COLLEGE
JOB DESCRIPTION

JOB TITLE: Dean of eLearning/Webmaster  FLSA status: Exempt
DEPARTMENT: eLearning  REPORTS TO: Vice President of Instruction

Position summary: This is a full time, twelve month contract responsible to the Vice President of Instruction. The Dean is responsible for leadership in planning, organizing, and administering the department of eLearning.

Position responsibilities:

- Responsible for the college website. Works with eLearning department and others to:
  - a. Make frequent updates to the College website, ensuring the homepage and other critical pages are current and that features are refreshed regularly.
  - b. Respond in a timely fashion to ad hoc website-related requests from other offices in the college by updating and building web pages, creating online forms, and providing creative web-based solutions to meet their needs.
  - c. Ensure prompt updating of time-sensitive items on the college website, such as term course schedules, job descriptions for new positions, weather-related closings, bookstore products, and other items.
  - d. Assist in managing the social media presence of the college by updating social media outlets with relevant content and promoting brand/product awareness, loyalty, enthusiasm, and advocacy through active and authentic community participation. Proactively monitor online content related to brand and associated themes/news to provide insights for improving products and services. Research social media best practices and relevant brand examples within key social media spaces, incorporating them, as appropriate.
  - e. Produce quality multimedia content for use on the college website and social media platforms, including videos, podcasts, digital images/photographs, etc., coordinating with other college offices, attending student events, and proposing creative methods for promoting student-generated content.

- Collaboration occurs when instructional Division Deans recommends to the Dean of eLearning teaching assignments. The Dean of eLearning will certify the full-time and adjunct faculty has completed professional development sessions.
- Coordinate instructional technology support training to provide technical/instructional to assist faculty in the design and development of instructional multimedia, distributed learning and distance education applications.
- Encourage, support, and coordinate professional development activities for all eLearning faculty and staff.
- Work as a team member to support the mission of the eLearning and provide meaningful on-campus professional development activities to faculty and staff.
- Work with other campus support services to meet eLearning faculty development needs.
- Initiate and participate in comprehensive distance education partnerships, consortiums, and strategic alliances beneficial to Panola College.
- Coordinate with instructional dean’s policies, procedures and standards. Faculty evaluations will be conducted for face-to-face and online classes by the instructional deans based on guidelines developed by the College.
- Assure appropriate development, review, and maintenance of all eLearning offerings and the eLearning program to the instructional division dean.
- Develop and manage the annual budget for the Department of eLearning.
- Research, write, submit, and administer grant proposals for eLearning activities.
- Provide innovation and vision for eLearning at the College.
- Collaborate with the College to develop and implement a long-range plan and strategy for eLearning.
- Regularly review, evaluate, and revise as necessary policies and procedures of eLearning.
- Provide reports and data to the College as needed, including IE, assessment, and professional development.
- Attend events sponsored by the College.
- Support the philosophy and mission of the College.
- Assist in the marketing of all eLearning efforts.
- Review and revise as necessary the mission of eLearning, including those of its component parts, such as the testing centers.
- Regularly evaluate staff personnel and report those evaluations as required.
- Coordinate and update the eLearning Faculty Handbook and other resources in association with the Faculty and Staff Handbook.
- Supervise and evaluate the development and use of human, fiscal and physical resources within the Department of eLearning.
- Work with eLearning Coordinator to develop eLearning schedule of classes.
- Work with the Director of Workforce and Economic Development to offer workforce training that meets the needs of the community.
- Perform other duties assigned by the Vice President of Instruction.
Minimum Position Requirements:

- A doctorate preferred (Master’s required) degree from a regionally accredited institution; requires a minimum of 10 years experience in progressively responsible management positions, preferably in a college or university setting, or other relevant experience that would demonstrate the required knowledge and abilities for administrative leadership.
- Must maintain any current licensure and be approved by state licensing Board.
- Must possess high ethical standards; must be able to demonstrate an open, accessible, and collaborative leadership style that encourages teamwork, promotes diversity, and is effective in work with internal and external constituents.
- Must have an interest in students academically as well as contributing to a vibrant student life environment.
- Must demonstrate a record of achievement in policy formulation, strategic planning and budgeting, project administration, complex problem solving and effective written and oral communication skills.
- Must have excellent supervisory skills, including significant experience in supervising a large culturally diverse management team including a commitment to professional development, partnering, campus-community relations, equal opportunity and diversity support of the College’s teaching and service mission.
- Experience with the accreditation process of the Southern Association of Colleges and Schools or another regional accrediting body is desired.
- Criminal and credit histories may be checked.

Knowledge, Skills, and Abilities Required:

- Strong interpersonal and communication skills.
- Ability to supervise and train employees, to include organizing, prioritizing, and scheduling work assignments.
- Ability to foster a cooperative work environment.
- Skill in budget preparation.
- Ability to work with a diverse team in a fast-paced environment.
- Ability to stay abreast of current and developing trends (video, voice, data, and computing technologies) in distance education.
- The position requires a history of successful teaching.

Physical Demands and Work Environment:

- Work is normally performed in a typical interior/office work environment.
- No or very limited physical effort required; however, the employee must occasionally lift and/or move up to 15 pounds.
- No or very limited exposure to physical risk.