Job Title:	Digital Experience Manager
Department:	Dean of Science Office
Reports To:	Director, Planning and Communications
Jobs Reporting:	Digital Experience Specialist
Salary Grade:	USG 10
Effective Date:	February 2023

Primary Purpose

The Digital Experience Manager plays a critical leadership role leading the development of the digital experience strategy for all Science departments. The Faculty of Science digital experience strategy is a key contributor to the successful achievement of overall University of Waterloo reputational and brand objectives specifically with business leaders, corporate recruiters and the general public in Canada, the United States and internationally.

Key Accountabilities

Leads, develops and implements a long-term digital experience strategy for the Faculty of Science.

- With the Director, Planning and Communications, creates and implements a multi-platform digital strategy that aligns and supports the Faculty of Science overall communications and marketing objectives encompassing stakeholder engagement.
- Leads an integrated and strategic approach to all aspects of the Faculty's digital presence in alignment with the University's overall strategy to support, amplify and integrate with other efforts and in partnership with the Communications Manager, Advancement Communications Officer, Marketing Recruitment Specialist and Outreach team.
- Plays a key leadership role in integrating digital communications across all functions and departments in the Faculty, while maintaining positive work relationships.
- Leads dissemination of messages and digital/social media traffic between the Faculty and key stakeholders including prospective students, students, campus partners, global associations, alumni, industry, and others.
- Partners with internal and external content managers, editors, designers, developers, and other University staff to ensure sites meet both client and institutional needs, align with the brand strategy platform, and meet University web and accessibility standards.
- Tracks and reports on the impact of strategic aspects of the Faculty's digital presence and ensures excellence and consistency of messages and approach across the Faculty.
- Assumes project management responsibilities for web, online and social media content development and maintenance (including people, tools, time and budget), tracking progress using Airtable.

Leads the assessment and implementation of user experience/Information architecture based on user needs and usability protocols.

- Leads immersive user research, the implementation, analysis, testing, analytics communication of recommendations.

- Develops and defines effective IA/UX and user interface solutions using research-based decision making to provide optimal pathways for site visitors while meeting client needs to ensure an consistent, cohesive experience across faculty and department sites.
- Defines project-based business requirements, functional specifications using interviews, document analysis, requirements workshops, surveys, site visits, business process descriptions, use cases, scenarios, and business analysis.
- Works collaboratively with content maintainers and content management system (CMS) team and others as required to develop effective, forward-thinking solutions, including website modifications to improve Search Engine Optimization (SEO).
- Demonstrates an understanding of the sales process and related metrics (funnels, conversions) and how they are applied to an online environment and interactive experience.
- Develops and maintains in-depth working knowledge of online user needs assessment and usability testing.

Leads the digital content calendar for the websites, social platforms and enewsletters.

- Leads and executes an integrated digital content strategy – including a comprehensive content calendar for Facebook, Twitter, YouTube, Instagram and any other emerging/relevant platforms.
- Provides guidance to the Faculty and department websites maintainers to ensure online content aligns with digital content writing best practices and web accessibility legislative requirements.
- Provides editorial support for web content as required and oversees the social media feeds, as well as ensuring a presence on new platforms by keeping abreast of emerging social media platforms and trends.
- Ensures quality and compliance: usability and accessibility; copyright and other legal compliance; consistent with University policy, guidelines, and best practices.
- Manages major digital communications initiatives undertaken for the faculty, including content audits and reviews, and migrations of sites into Waterloo's Content Management System (WCMS).

Directs, motivates, mentors and manages a high-performing, resilient team and ensures delivery of results in support of the University's Basic Principles and the Faculty's vision, mission and guiding principles.

- Leads team responsible for strategy, design, analytics and maintenance of websites and social media platforms to leverage and manage digital resources strategically and ensure that the UWaterloo brand identity, reputations and messages are protected and presented consistently and effectively across all digital platforms.
- Supports staff and co-op students to be successful in their roles and works to develop their career paths.
- Shares their experience with website maintenance and digital content development best practices.
- Supports and models teambuilding to have a direct and positive impact within the Faculty.
- Creates opportunities for high levels of communication and collaboration with the Communications, Advancement and Recruitment teams, the Faculty and the University overall.

All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.

Required Qualifications

Education
- University degree in Communications, Digital Marketing, Digital Experience or equivalent combination of education and experience required.

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- A Master's degree in a relevant field, with an emphasis on specialization in areas such as Human Factors Design or User Experience design. MLIS may be an asset.

Experience
- 8-10 years of experience with web content management systems and managing social media.
- Minimum of 8 years of experience designing, conducting and applying user experience assessment.

Knowledge/Skills/Abilities
- A passion for and commitment to the University of Waterloo and commitment to developing its experience for all stakeholders (including students, faculty and staff, alumni).
- An advanced understanding of digital behavior and trends, search engine optimization, AODA and the ability to apply these insights to develop better digital experiences for all.
- Expert in IA and UX design (e.g., user behaviour, complex taxonomies, metadata frameworks, and templates for content management systems, navigation, usability, accessibility standards, etc.).
- Demonstrated expertise in the development, planning and implementation of social media plans including use of related content and analysis tools to leverage our differentiators to enhance the University's reputation and further inform and engage stakeholders.
- Demonstrated knowledge of and ability to apply key metrics for effective ROI analysis using Sketch, Usabilia and Google Analytics and uses it to lead and support continuous improvement.
- Critical thinking and analytical skills to understand the complex nature of higher education and the issues of concern to stakeholders.
- Knowledge of PMBOK (Project Management Body of Knowledge), BABOK (Business Analysis Body of Knowledge) and Agile project management principles to manage multiple projects while remaining flexible to adapt to unexpected and time-sensitive demands.
- Proven self-starter with demonstrated commitment to innovation, creativity, and excellence.
- Proven excellent communication and interpersonal skills, including oral, written and active listening to foster positive working relationships and partnerships.
- Proven ability to work effectively in a service-oriented environment, which values collaboration and collegiality with a keen sense of responsive client service.
- Advanced skills in content management systems (WCMS, Drupal), user interface technologies, MS Word, Excel, PowerPoint and social media; Intermediate knowledge of web-based project management platforms (Airtable).

Nature and Scope
- **Contacts:** Interacts with colleagues across the Faculty and at all levels to develop and build awareness, understanding and competency with digital and web-based marketing and communications. The Digital Experience Manager collaborates with and seeks engagement from the Faculty of Science communications team, and communications personnel across the Faculty including the schools, institutes and co-op students; researchers and faculty members in the Faculty of Science with particular emphasis on those in the departments (Biology, Chemistry, Earth and Environmental Science, and Physics and Astronomy); departmental/school management teams, faculty-based counterparts; members of the Faculty of Science Undergraduate Marketing and Recruitment team; Faculty advancement team; Science Outreach; Science Computing; and Undergraduate and Graduate Studies administrative staff. In addition, the position interacts with the broader University community, specifically IST and University Relations.
- **Level of Responsibility:** The Digital Experience Specialist reports to this role. The incumbent will use their proven ability, extensive experience and understanding of integrated marketing and digital strategies to promote protect and enhance both the Faculty and University's reputations. The position provides leadership in the development and maintenance of high-quality user-focused services. The position plays a key role in managing change as services evolve and with the development and

implementation of service standards. Responsibility for overall web direction for all faculty and departmental web content maintainers. Within a highly complex institution and a competitive marketplace, the incumbent will leverage digital communications and new technologies in support of the Faculty and University's strategic priorities. The position demonstrates a deep understanding of new and emerging media and is expected to bring innovative approaches and new concepts and models to the digital experience.

- **Decision-Making Authority:** The incumbent will use sound judgment and discretion in making digital experience decisions (often under tight time pressure) on behalf of the Faculty. The timeliness and quality of online content contributes to the overall reputation and to achieving the Faculty's goals in alignment with the University's goals.
- **Physical and Sensory Demands**: Minimal exposure to disagreeable conditions typical of an office environment.
- **Working Environment:** Exposure to stresses related to pressures and priorities related to undertaking typical professional responsibilities. Work outside the normal operating hours of the institution can be expected in this role.