

Job Description

Job Title:	Manager, Web Strategy (Position 00006057)
Department:	Marketing & Strategic Initiatives
Reports To:	Associate Director, Digital Communications
Jobs Reporting:	Web Developer
Salary Grade:	USG 11
Effective Date:	May 2018

Primary Purpose

Responsible for developing, implementing and managing the University's primary web-related strategies, including defining the design and user experience for the University's web environment, information architecture (IA) and documentation (site maps, navigation models, content models).

Provide leadership and guidance on all information architecture and web design within University Relations and to colleagues across campus.

Key Accountabilities

Program Design and Delivery

- Take a lead role in the management, implementation, support, measurement and continuous improvement of web-related and other multi-platform digital projects including web sites, web documents, and e-communications in alignment with the university's strategic priorities.
- Set the direction and standard of excellence for design and user experience across University web properties.
- Develop effective IA/UX solutions that provide optimal pathways for site visitors while meeting University needs.
- Define UI and related guidelines to ensure consistent, cohesive experience across University sites.
- Define information architectures for websites (navigation menus & navigation paths).
- Work collaboratively with content strategists, web designers, content management system (CMS) team and others as required to develop effective, forward-thinking solutions for the University's prioritized websites and other digital requirements.
- Review and approve University website design deliverables.
- Define and contribute to the improvement of relevant team processes.
- Advocate for web usability across the University.
- Define and maintain a controlled taxonomy (vocabularies) in the web CMS – including guiding principles.
- Define and maintain controlled vocabulary for digital asset management (DAM).
- Define the metadata for web pages and for content types.
- Define the functions specifications for web pages.
- Work with digital teams and others to implement website modifications to improve Search Engine Optimization (SEO).
- Lead/apply immersive user research, concept testing, usability testing, and analytics.
- Demonstrate an understanding of B2B and B2C marketing strategies, requirements and related metrics (e.g. funnels, conversion) and how they are supported by an online environment.
- Evaluate and provide recommendations re: emerging platforms and digital trends

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<ul style="list-style-type: none">• Monitor and report on metrics for web and digital initiatives (eg. Google Analytics)• Provide counsel and support to marketing and communications colleagues regarding effective digital and content marketing best practices, platforms and processes.
Training and Support <ul style="list-style-type: none">• Provide day-to-day support for departments campus-wide in defining/refining their information architectures, functional specifications, controlled vocabularies and user experience.• Respond, develop, and implement training for campus constituencies including professional development on relevant topics; identify problem areas, develop solutions, and create online resources.
Collaboration and Outreach <ul style="list-style-type: none">• Work closely and collaboratively with web content strategists/specialists and the content management system (CMS) team to optimize content and navigation to meet user needs and the University's needs.• Work closely with the entire University Relations team to ensure an integrated marketing approach to content development and delivery.
Other Duties <ul style="list-style-type: none">• Performs other duties of a comparable level/type as assigned.

Required Qualifications

Education <ul style="list-style-type: none">• Bachelor's degree or higher in a relevant field
Experience <ul style="list-style-type: none">• 5+ years of experience in information architecture and user experience with expertise in designing usable web-based interfaces in complex environments• 3+ years of experience in content marketing and SEO strategy development.• Extensive experience in web content management systems.• Experience in measurement of IA/UX performance.• Experience working with digital advertising and media agencies and/or as part of an in-house digital marketing team• Experience working within a Drupal environment is an asset.
Knowledge/Skills/Abilities <ul style="list-style-type: none">• 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.).• Deep understanding of search engine optimization (SEO), related strategies and projected trends.• Ability to develop plans, and execute flawlessly against them in a highly collaborative and distributed environment.• Ability to work with campus leaders in a consultative fashion.• Strong knowledge of all user interface technologies.• Hands-on experience with standard design and documentation tools.• Strong organizational skills and ability to handle multiple tasks and meet deadlines.• Ability to manage commitments and deadlines across multiple projects and groups and flexibility to adapt to unexpected and time sensitive demands.• Excellent written and verbal communication skills and presentation skills.• Keen sense of responsive client service.• Strong analytical and problem-solving skills.• Experience developing audience/user personas and user journey mapping.

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- Experience in web/digital design is an asset.

Nature and Scope

- **Contacts:** Interacts with colleagues across the university and at all levels to develop and build awareness, understanding and competency with digital and web-based marketing and communications.
- **Level of Responsibility:** The incumbent will possess proven ability, extensive experience and strong working knowledge and understanding of integrated marketing and communications strategies within a highly complex institution and competitive marketplace and the role of digital communications and new technologies in support of these strategies. The position is responsible and accountable for effective IA and meaningful user experience to achieve specified goals. The position demonstrates a deep understanding of new and emerging media and is expected to bring innovative approaches and new concepts and models to communications programs.
- **Decision-Making Authority:** As the primary engagement channel for the University, the effectiveness and quality of the institution's online user experience contributes to the reputation of the University and the achievement of the University's overall goals. As such, the incumbent will use sound judgment and responsiveness in making decisions (often under tight time pressure) to ensure web and related digital platforms perform as expected.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment. This position requires regular mental and visual concentration while working on the computer, writing and reviewing documents for details and accuracy. Visual strain may result from these activities.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management level responsibilities. Responsiveness is critical to the role. Work outside the normal operating hours of UWaterloo can be expected.