

Job Description

Job Title:	Manager, Web strategy
Department:	Marketing & Strategic Initiatives
Reports To:	Associate Director, Digital Communications
Jobs Reporting:	Web Developer Specialist, Digital Communications (Contract Position)
Salary Grade:	USG 11
Effective Date:	May 2023

Primary Purpose

The Manager, Web strategy will lead a team overseeing all technical aspects, including reporting and analysis, of the University's central communications and marketing systems including websites, email marketing, team collaboration tools and other digital marketing performance tracking.

Working closely with University Relations leaders, the Information Systems and Technology (IST) department, faculties and academic support units, the Manager, Web strategy defines, implements and manages the University's primary web-related strategies, including the technical design, user experience (UX) and information architecture (IA) of the University's web environment. They will provide oversight of front-end web development, championing universal and accessible design principles while ensuring a best-in-sector user experience.

Key Accountabilities

Design and development of Waterloo's web user interface (UI)

- Lead 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.
- Lead development of effective IA/UX solutions that provide optimal pathways for site visitors while meeting University needs.
- Ensure UI and related guidelines are consistent and cohesive experience across University websites.
- Define information architectures for websites (navigation menus & navigation paths).
- Provide leadership and guidance to 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.

Strategic web guidance

- Advocate for accessible, equitable, diverse, inclusive and anti-racist web practices across the University.
- Define information architectures for websites (including navigations, user journeys, and taxonomies).
- Provide expert advice, direction and support regarding effective digital and content marketing best practices, platforms and processes, including Search Engine Optimization (SEO).
- Define the metadata best practices for web pages and for content types.
- Define the functions specifications for web pages.

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<p>Communications Systems</p> <ul style="list-style-type: none">• Lead the administration of University Relations' marketing and communications systems, including email marketing, team collaboration tools and other digital marketing performance tracking.• Ensure email marketing campaigns are successfully developed and deployed.• Act as the primary contact with IST for all web and communications systems.• Ensure University Relations' ongoing technological capacity to deploy crisis management communications. Provide guidance on software and hardware purchases within University Relations and ensure their ongoing reliability and suitability.
<p>Digital marketing and communication analytics</p> <ul style="list-style-type: none">• Lead/apply immersive user research, concept testing, usability testing, and analytics.• Evaluate and provide recommendations re: emerging platforms and digital trends• Oversee the monitoring and reporting on of web and digital metrics related to communications and marketing initiatives (eg. Google Analytics)
<p>Training and support</p> <ul style="list-style-type: none">• Oversee support for University stakeholders 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.
<p>Collaboration and outreach</p> <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.
<p>Other duties</p> <ul style="list-style-type: none">• Performs other duties of a comparable level/type as assigned.

**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

<p>Education</p> <p>Bachelor's degree or higher in a field related to Computer Science, Marketing and/or Digital Communications, or equivalent combination of education and experience is required</p>
<p>Experience</p> <ul style="list-style-type: none">• 10+ years of experience in UI design and development, including work on enterprise-level information architecture and user experience with expertise in designing usable web-based interfaces in complex environments.• 8+ years of experience in digital marketing, including mass email marketing, SEO and SEM strategies, and analytics.• 4+ years of experience in leading digital communications and/or web development teams.• Extensive experience designing and/or developing 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.
<p>Knowledge/Skills/Abilities</p> <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.).

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- 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.
- Positive energy and attitude, willingness to be “on call” 24/7 and work flexible hours.
- 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.
- Experience in web/digital design is an asset.

Nature and Scope

- **Contacts:**
Interacts with colleagues senior University leaders 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 lead a team comprised of web developers and digital communications specialists. They 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. This role is responsible for the administration of digital marketing and communications technologies in support of these strategies. The position is accountable for effective UI design and development, IA and meaningful user experience across the University’s digital communications and marketing platforms. The position requires a deep understanding of new and emerging media, technologies and practices 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 overall 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. Exposed to stressful and high-pressure situations associated with crisis management and other management-level responsibilities. Responsiveness is critical to the role. Work outside the normal operating hours of UWaterloo can be expected.