Nipissing University
Position Description

POSITION: Manager of Digital Media and Strategies

DEPARTMENT: Advancement & External Relations

EMPLOYMENT DEFINITION (STATUS): Full-time Administration

SALARY LEVEL: SL 4

SUPERVISOR: Director, Advancement & External Relations

DATE: January 2022

SUMMARY OF FUNCTIONS

Reporting to the Director, External Relations, the Manager of Digital Media and Strategies has primary responsibility for the University's digital marketing presence, including web and mobile sites, online advertising, search engine optimization, analytics, integrated social media presence and an advisor for e-communications and mobile applications.

The Manager of Digital Media and Strategies acts as a change agent by providing digital marketing expertise underpinned by excellence in project management, and reporting. The Manager provides creative direction to both the Marketing and Communication teams, facilitating cohesive execution of creative materials across mobile, web, virtual platforms. The Manager manages the Web team's service to clients as they relate to the goals and objectives of the External Relations portfolio and its key priorities of student recruitment, philanthropy, government and community relations, and alumni relations.

DUTIES AND RESPONSIBILITIES

I. **Digital Asset/Website Creative Development and Implementation**   **(35%)**

- Manages the web team's creation of a web design plan in partnership with university stakeholders
- Ensures rigorous attention to programming principles as the underpinning to sustainable digital/ web design
- Responsible for the integration of a digital marketing governance document, that includes web governance, ensuring brand and quality standards in e-content management across the University
- Manages the deployment of project plans, underpinned by solid project management principles and practices, for phased implementation across all digital marketing initiatives
- Responsible for the University's evolution and growth in digital marketing and assets, adapting to new technologies and digital opportunities including implementation of new mobile versions, apps and widgets as well as social media connections
- Oversees content management plan on digital signage throughout the University

II. **Strategic Planning and Digital Project Management**   **(25%)**

- Working with the Director, Advancement & External Relations, bears overall responsibility for the creation of a digital marketing strategy and fully integrated digital, web and social media marketing plans
- Responsible for the assessment of university-wide digital and web needs and workflow through planning and tracking complex web/digital-based projects
- Drives innovation and planning on the use of the latest in digital marketing strategies and tools

- Brings strategic foresight to the digital architecture and site planning at the various levels of programming, marketing and design

III. Digital Media Strategy and Social Media Oversight (20%)

- Responsible for the creation of a pan-departmental, university-wide social media plan that harnesses the opportunities and reduces the risks of a splintered social media presence due to multiple university identities
- Organizes web team action on opportunities presented by External Relations colleagues in media relations, marketing/communications as well as other University departments to build reputation and increase interaction and sharing of Nipissing success stories.

IV. Search Engine Optimization and Digital Asset Management (10%)

- Responsible for the creation of a plan to ensure Nipissing University is among top "hits" for searches of Canadian and Ontario universities and post-secondary institutions, with a view to forging new ground for search success internationally
- Ensures web team implementation of immediate plans for increased performance in this area
- Contributes SEO expertise in key areas throughout the University including recruitment and admissions; philanthropy and other high profile and revenue-generating areas
- Oversee implementation of website components: mobile applications, virtual maps, and virtual tour software

V. Marketing Analytics and Reporting (10%)

- Responsible for the preparation of a digital marketing measurement plan for rigorous use of analytics and other available tools for digital marketing measurement
- Provides regular reports to executive for use in strategic planning
- Administers the creation of clear visual representations of trends, opportunities and plans for senior level presentations and reporting
- Ensures that web team employs latest techniques in soliciting user feedback through online surveys and questionnaires, making recommendations for changes and updates based on results
- Provides regular reports on the University's performance in search engine optimization

Other duties as assigned by Supervisor.

QUALIFICATIONS:

A university degree, preferably in business (advertising/marketing), communications, computer science, or another related field, is required.

Completion of a graduate degree in a relevant field, preferably marketing, design, or human-computer interaction would be an asset. Preference given to candidates who have completed training or education with a concentration in user experience, accessibility, or web design/development.

Training, Certification and Designations:

> **Required:**
> - Google Certifications (AdWords, Analytics, Webmaster Tools, Data Studio, Marketing Platform, etc.)
> - Content Marketing or Digital Marketing Certification
> - Facebook Blueprint Certification

Preferred:
- User Interface (UI) / User Experience training
- Hootsuite Social Media Marketing Certification
- Marketing Professional Designation (CIMM, AMA, or CMKP)
- RGD Membership (Affiliate accepted)

Skills, Knowledge & Experience:

- A minimum of three to five years of experience, at least two of which is progressively responsible experience administering digital marketing strategies
- At least two years of experience preferred in a management position overseeing digital marketing, web projects and web staff
- Ability to provide detailed executive reporting on digital metrics and proven examples of use of analytics to guide digital marketing strategy and web development
- Experience in working with cross-functional teams and liaising with IT departments
- Experience developing brand-based standards and best-practices for social media, digital marketing, web content and email communications
- Strong grasp of, and experience with, leveraging marketing opportunities in the digital domain, including campaign, process automation and customer relationship management tools
- Experience negotiating with vendors and developing and managing a large budget
- Demonstrated understanding and use of best practices, industry standards and adherence to legislated AODA and Web Content Accessibility Guidelines (WCAG) 2.0, and CASL requirements
- Ability to synthesize results of analyses, develop and make recommendations and presents results to solve unique and complex problems
- Ability to translate complex technical information into consumer-friendly designs / assets that drives action
- Demonstrates success in market research when providing concepts, recommendations and solutions
- Proven direct experience in design thinking, design theory, colour theory, illustration, research skills; knowledge of all design and web application software
- Knowledge of user-centered design including information architecture
- Proven ability to engage, inspire, lead and motivate others
- Strong analytical and problem-solving skills
- Critical thinking and analytical skills to enable assessment of opportunities; ability to integrate digital and traditional marketing communications programs to support goals
- Strong customer service, interpersonal skills and a proven ability to build and maintain relationships
- Excellent project management and time management skills, strong problem solving and analytical skills, high attention to detail
- Excellent written and verbal communications skills
- Ability to adapt to change, take initiative, to be resourceful and dependable
- Must be able to prioritize and possess excellent time management skills
- Demonstrated results in building high-performing teams including continuous quality improvement, process optimization and performance management
- Experience in/knowledge of the post-secondary education industry preferred

  Technical Requirements:
- SEO monitoring tools
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Project management and advanced reporting tools, email marketing software
- Social media and web design/development tools and trends
- Experience using Drupal, WordPress, open-source CMS applications, web hosting
- Experience with Adobe Creative Suite (InDesign, XD, PhotoShop, Muse) and other creative software

- Experience using Microsoft Suite including SharePoint and specifically, working with web sites that implement a SharePoint environment; knowledge of SharePoint functionality, compatibility, etc.
- Experience with customer relationship management (CRM) systems
- Experience with team project management software (Slack, Monday)
- Knowledge of third-party software implementation processes
- General skills in various web browsers (Explorer, Firefox, Safari, Chrome); email systems (Outlook, Google Mail); MAC and PC operating platforms; web conferencing software (Zoom, Skype)

Training and/or experience may be substituted for formal academic training at the discretion of the University

RELATIONSHIPS/CONTACTS:

Supervised by: Director, Advancement & External Relations

Supervises:

- Web Developer (2)

Internal:
- Staff, faculty, students
- NUSU, NUAA
- Executive Team and University Management Group

External:
- Media organizations
- Research agencies
- Other educational institutions
- External vendors
- Government offices
- Accessibility agencies and judicial bodies
- Prospective students
- External community members

MATERIALS UTILIZED:

- General office equipment
- Various software applications
- Telephone/Voicemail
- Fax, photocopier, email, TTY/Textnet

PHYSICAL DEMANDS & WORKING CONDITIONS

- Intense visual/listening concentration
- Comfortable working environment
- Heavy workload - often several conflicting deadlines
- Occasional travel
- High level of interruption during work requiring focus
- Extended periods of work at a computer or on mobile devices
- Increased demands, and hours during peak periods or crises

- Must be able to work in a l setting where demands of online marketing, key university projects and other digital initiatives at the University need to be balanced
- On-Call – Respond in emergency/crisis situations
- Hours of work may extend beyond the normal 8:30 a.m. to 4:30 p.m., Monday to Friday work day

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I have read my position description and it has been reviewed with my supervisor. I understand what my duties and functions are, and I will carry out all of my responsibilities as herein described.

_____   _____
Employee Name (please print)   Date

_____
Employee (Signature)

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Approvals

_____   _____
Supervisor   Date

_____   _____
Human Resources   Date