

JOB DESCRIPTION

Position	Web Marketer	Date	Jan 2019
Classification	Hay (provisional)	Group	Non-Union
Dept	Marketing & Communications		
Reporting To	Marketing Manager		

SUMMARY:

With the support of CBU's agency of record, the Marketing & Communications Department has started a website re-design project for the University. In addition to being the key contact between agency developers and the CBU Team, the Web Marketer will conduct a content audit of the current cbu.ca, manage and execute content migration, advise on website development and programming, and ensure data-informed decision-making leads to a positive user and brand experience and helps to meet enrolment targets.

Following the launch of the website, the Web Marketer will work with the Marketing Manager to develop and execute a digital strategy for cbu.ca, working with our agency partner to advance strategic web projects. The Web Marketer is also responsible for executing day-to-day website maintenance. This position requires skills in digital strategy development, data-informed decision making, UX design and digital/inbound marketing, as well as the ability to facilitate training sessions.

SPECIFIC RESPONSIBILITIES:

- Project manage joint efforts between the Marketing & Communications Department and external agency partner as needed.
- Develop and implement CBU's web strategy with the support of the Marketing Manager, in alignment with institutional and enrolment goals and targets.
- Utilize site analytics, user surveys, and other information-gathering techniques to make updates to enhance user experience.
- Regularly report performance metrics to Director and Manager.
- Identify and execute opportunities for cross-channel integration including CBU owned social media and inbound marketing channels.
- Communicate website issues to key stakeholders, including management and end users.
- Develop, maintain, and deliver web training materials and sessions to the internal community.
- Maintain strong working relationships with team members and internal clients.
- Identify necessary support for strategic written, audio, and video content and its uses on the web.
- Keep up to date with and advise on new web marketing trends and innovations.
- Facilitate training sessions.
- Day-to-day maintenance of website.
- Other related duties as assigned.

QUALIFICATIONS and SKILLS:

- Post-secondary education in web management, marketing or a related field; or an equivalent combination of education and experience.
- Minimum of five (5) years' relevant work experience.
- Proficiency with WordPress and SEO is required.
- PHP, HTML, CSS, SASS, Javascript programming knowledge considered an asset.
- Working knowledge of inbound marketing and the importance web plays in attracting and converting leads. Experience implementing inbound marketing campaigns considered an asset.
- Experience leading a large website redesign project including content migration considered an asset.
- Proven experience with researching and troubleshooting web and digital technology issues, solutions and products as required.
- Skills in digital strategy development, data-informed decision making, UX design and digital/inbound marketing.
- Strong verbal and written communication skills with an ability to articulate complex concepts, ideas, and data in lay terms.
- Experience in developing and facilitating training modules considered an asset.
- Skilled in prioritization, planning, organization, and time management in order to execute multiple projects while meeting deadlines.
- Willingness to work outside of regular institutional hours as required. Availability for occasional weekend service and after-hours support during emergency and critical time periods.
- Ability to absorb and retain information quickly, specifically complex technical information.
- Highly self-motivated and directed with a strong desire to learn new skills.