

**Director of Web and Digital Strategy  
Stevens Institute of Technology**

Direct Link: <https://www.AcademicKeys.com/r?job=237083>

Downloaded On: Jun. 29, 2024 11:15am

Posted Jun. 4, 2024, set to expire Oct. 4, 2024

**Job Title** Director of Web and Digital Strategy

**Department**

**Institution** Stevens Institute of Technology

Hoboken, New Jersey

**Date Posted** Jun. 4, 2024

**Application Deadline** Open until filled

**Position Start Date** Available immediately

**Job Categories** Director/Manager

**Academic Field(s)** Public Relations/Marketing

Computing/Informational Services

**Job Website** [https://stevens.wd5.myworkdayjobs.com/External/job/Hoboken-NJ---Main-Campus/Director-of-Web-and-Digital-Strategy\\_RQ28131](https://stevens.wd5.myworkdayjobs.com/External/job/Hoboken-NJ---Main-Campus/Director-of-Web-and-Digital-Strategy_RQ28131)

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**Job Description**

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**Director of Web and Digital Strategy**

Stevens Institute of Technology seeks its next Director of Web and Digital Strategy, a key member of the university's communications and marketing team, to design, execute, evaluate and continuously improve the effectiveness of the university's online presence and digital engagement programs. The successful candidate is strategic, data-driven, responsive and highly collaborative.

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### Overview:

Reporting to the Vice President for University Relations/Chief of Staff, with a dotted line to the Assistant Vice President for Strategic Communication and Public Relations, the Director of Web and Digital Strategy provides strategic leadership and management oversight for the university website and digital applications. The director ensures Stevens.edu and associated digital properties deliver an exceptional user experience aligned with institutional branding and effectively support the university's goals for student recruitment, engagement with internal and external audiences and overall institutional reputation.

The director collaborates closely with division colleagues, campus partners and external vendors to implement data-driven strategies for owned and paid media, leverages web analytics to identify areas for optimization and growth and continuously enhances the performance and impact of the university's online channels and search visibility. This dynamic position is integral to the University Relations team and provides guidance to division colleagues and partners in other units. The director upholds the highest standards of excellence in executing all digital responsibilities to advance the university's mission.

### Responsibilities:

#### Stevens.edu:

- Provide hands-on leadership and direction to the web and digital team in formulating and implementing the day-to-day website strategy for Stevens.edu. Oversee all aspects of the website including enhancements, maintenance, information architecture, user experience design, web accessibility and technology requirements. Manage both front-end and back-end website development for new projects and ongoing initiatives using the Contentful CMS system in collaboration with internal and external web partners. Enforce web governance policies and standards by administering Contentful workflows to ensure website continuity and adherence to university guidelines. Serve as the primary point of contact for internal website users, delivering training, documentation and support related to the CMS platform.
- Strategize with the web/digital team and the assistant vice president to achieve continuous enhancement of the university's web presence, developing cohesive strategies to optimize website architecture, content, features, messaging and visual design across Stevens.edu and all

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associated digital properties. Collaborate closely with division colleagues to uplift the university's brand identity, advance its reputation and ensure a consistent user experience aligned with overarching institutional goals. Oversee the implementation of new site builds, redesigns, integrations and site mergers, working cross-functionally to strengthen the university's digital footprint and online visibility.

- Possess and leverage deep expertise in search engine optimization (SEO), web analytics, including Google Analytics 4, and web accessibility to drive continuous improvement in user experience, search visibility, conversions and overall digital performance. Employ best practices in SEO and web accessibility standards to elevate the university's rankings and ensure its brand along with associated keywords show up prominently across search engines, paid marketing, organic search, strategic content, social media, virtual assistants like Siri/Alexa and emerging digital channels. Oversee the creation, analysis and reporting of comprehensive web analytics using Google's suite of tools and incorporating data from all digital communication touchpoints. Identify opportunities for optimization through A/B testing, user experience enhancements, accessibility improvements, content updates and other tactics to boost metrics like traffic, engagement, conversion rates and audience growth. Develop robust reporting structures and dashboards to provide analytics insights to the strategic content team, marketing team and other internal partners. Collaborate closely with IT, digital agencies and other stakeholders to ensure adherence to website policies and web accessibility. Maintain server health and manage timely hardware/software updates to support the optimal performance and security of Stevens.edu.
- Serve as the lead liaison with the Division of Information Technology to identify solutions for website issues, support problem resolution and foster data-informed product development initiatives. Work hand-in-hand with IT on all matters impacting the website's performance, including the content management system, content taxonomies, web hosting, programming, mobile standards, integrations with on-campus and cloud services and accessibility compliance. Leverage IT's expertise to enhance the university's web presence with a sharp focus on optimizing search visibility, user experience and seamless campus communications. Provide recommendations to IT and leadership on software/hardware investments required to keep the university's digital infrastructure modern and aligned with best practices. Through these cross-functional IT collaborations, ensure Stevens.edu delivers a fast, secure, accessible and engaging user experience across devices.

Responsibility for other digital properties:

- Manage and administer third-party platforms related to the university's website, such as Google Analytics, Google Search Console, Google Tag Manager, Big Query, Crazy Egg, Shorthand, Site

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- Improve, Curator.io, Media Valet, virtual campus tour, Funnelback program finder, among others.
- Develop clear and measurable key performance indicators (KPIs) and goals for Stevens.edu and all digital properties; set direction and make recommendations for continuous improvement of digital platforms, in collaboration with division colleagues and campus partners.

### Management and client/partner service:

- Manage a team that includes a web manager and a senior graphic designer, and collaborate with strategic content, marketing, branding, design, public relations and communications professionals within and external to the Division of University Relations to implement projects in a timely and cost-effective basis.
- Manage external contractors and consultants relevant to Stevens.edu and other digital properties.

### Continuous learning/continuous improvement:

- Maintain currency with state-of-the-art and emerging technical and other web-related equipment, trends and requirements.
- Report on and utilize results of email marketing, content marketing, advertising and direct marketing campaigns (including traffic trends, engagement analyses and recommendations) to continuously improve Stevens.edu and other digital campaigns and other digital properties and campaigns on a regular basis.
- Use current web content strategies, UX expertise, SEO, web accessibility, web analytics and related tools and undertake special initiatives that build the online presence of Stevens.
- Lead the Web Governance Committee, a standing committee of content owners from across the university, to anticipate and resolve constituent concerns regarding Stevens.edu.

### Position Requirements:

- Bachelor's degree in communications, design, information management, engineering, computer science or other field that blends communications or art with technical skills. Subsequent online development and analytics training or formal certificates desired.
- Experience using HTML, CSS, design software and content management; experience using Contentful preferred.

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- Minimum seven years of experience building strategies, social engagement, execution and governance, preferably in a university setting.
- Experience developing training programs for users and monitoring compliance with standards.
- Knowledge of social media channels and mobile marketing trends. Expertise in using social media analytics platforms including ADA compliance guidelines.
- Demonstrated knowledge of user interface design, information architecture and web design procedures and platforms.
- Five years of experience leading and managing a team of professionals with the scope of hiring, coaching and developing staff.
- Proven ability to collaborate and build consensus with campus stakeholders to achieve business objectives through web and digital strategy and a commitment to continuous improvement.
- Hands-on experience with SEO/SEM, Google Analytics and CRM software. Experience analyzing data sets and ability to make recommendations based on data analysis.
- Proven track record of successfully managing multiple priorities while maintaining a positive, professional image of the organization.
- Excellent verbal communication skills; able to interface and collaborate with many departments and stakeholders in a matrix management and service-oriented environment.
- Experience working in higher education preferred.

Location: Hybrid with a minimum of 2-3 days on campus per week.

### **Department**

Division of University Relations and Office of Chief of Staff

### **General Submission Guidelines:**

Please submit an online application to be considered a candidate for any job at Stevens. Please attach a cover letter and resume with each application. Other requirements for consideration may depend on the job.



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### Still Have Questions?

If you have any questions regarding your application, please contact [Jobs@Stevens.edu](mailto:Jobs@Stevens.edu).

### EEO Statement:

Stevens Institute of Technology is an Equal Opportunity Employer. Accordingly, Stevens adheres to an employment policy that prohibits discriminatory practices or harassment against candidates or employees based on legally impermissible factor(s) including, but not necessarily limited to, race, color, religion, creed, sex, national origin, nationality, citizenship status, age, ancestry, marital or domestic partnership or civil union status, familial status, affectional or sexual orientation, gender identity or expression, atypical cellular or blood trait, genetic information, pregnancy or pregnancy-related medical conditions, disability, or any protected military or veteran status.

Stevens is building a diverse faculty, staff, and student body and strongly encourages applications from people of all backgrounds. Stevens is a federal contractor under the Vietnam Era Veterans' Readjustment Assistance Act (VEVRAA) and the Rehabilitation Act of 1973, as well as other federal statutes.

### Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

### Contact