Director of Web and SEO
Marian University

Job Title	Director of Web and SEO
Department	Marketing and Communications
Institution	Marian University
	Indianapolis, Indiana
Date Posted	Oct. 25, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Computing/Informational Services
Job Website	https://marian.rec.pro.ukg.net/MAR1500MNUI/JobBoard/fde73847-46d9-4c8a-924e-a28b5c630bfc/OpportunityDetail?opportunityId=af6b5702-268b-422d-aa82-2de1f8f40300
Apply By Email	

Job Description

Job Details

Description
As part of a diverse community of faculty and staff who represent many faith systems and worldviews, Marian University seeks a Director of Web and SEO to promote our Catholic Franciscan mission and identity by leading the strategic direction, development, and optimization of the organization's digital presence, including website management, search engine optimization (SEO), and user experience (UX). This individual will oversee the design, content, performance, and technical functionality of the organization's website, ensuring it aligns with brand objectives and drives engagement, lead generation, and conversions. They will work closely with cross-functional teams to create a data-driven, scalable, and seamless online experience for all audiences.

The Director is a self-starter with exceptional relational and leadership skills and the ability to represent Marian University in a positive and professional way to diverse populations. Additionally, this person will collaborate with professionals in various divisions across campus to align communication strategies with university goals.

Essential Duties and Responsibilities:
Actively engage the Catholic Franciscan mission and identity of Marian University by modeling the Franciscan Sponsorship Values and honoring the legacy of the founding congregation.

Website Management:

* Lead the strategy, design, and development of the organization's website to ensure it serves as a key asset for brand awareness, lead generation, and stakeholder engagement.
* Oversee all website content, ensuring it is up-to-date, accessible, optimized, and aligned with brand messaging and user needs.
* Collaborate with design, and content teams to enhance website functionality, mobile optimization, and user experience.
* Ensure compliance with privacy, security, and accessibility standards (ADA, GDPR, etc.).
* Manage vendor relationships related to website development, hosting, and support.

SEO Strategy & Implementation:

* Develop and implement comprehensive SEO strategies to improve organic search rankings, increase website traffic, and optimize on-site content.
* Stay up to date with SEO and digital marketing trends, adjusting strategies to remain competitive in search engine results.
* Conduct regular SEO audits, keyword research, and performance analyses, implementing on-page and off-page SEO improvements.
* Manage technical SEO issues such as site speed, crawl errors, structured data, and indexing.

Analytics & Reporting:

* Track, analyze, and report on website and SEO performance using Google Analytics and other digital marketing tools.
* Monitor and interpret key website metrics (traffic, conversion rates, bounce rates, etc.) to drive continuous improvement.
* Provide regular reports to leadership, offering actionable insights and data-driven recommendations.

Cross-Department Collaboration:

* Partner with marketing, content, and social media teams to align digital strategies and ensure seamless integration across channels.
* Collaborate with sales and enrollment teams to optimize lead capture and conversion tracking on the website.
* Work with UX/UI designers and developers to implement best practices for web design and user experience.

Project Management & Leadership

* Manage and prioritize website project requests from internal constituents, ensuring clear communication, timely delivery, and a customer-focused approach to meet the needs of various departments across the university. Recruit and manage website interns providing direction, coaching, and professional development.
* Lead large-scale digital projects from concept to execution, ensuring timelines and quality standards are met.
* Manage the website and SEO budget, identifying cost-effective solutions to meet goals.
* University Expectations: (examples listed below)

Knowledge of and a commitment to the mission of Marian University

* Adheres to Marian University's policies and procedures
* Shows courtesy and respect in interactions with fellow employees, students subordinates, and supervisors
* Communicates regularly with supervisor about Department issues
* Meets department productivity standards
* Participates in developing department goals, objective, and systems
* Assists to establish department measurements that align and support the accomplishment of the University's strategic goals
* Adheres to the department budget

Requirements:

* To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform

the essential functions.
* Bachelor's degree in marketing, communications, information technology, or a related field (Master's degree preferred).
* 8+ years of experience in website management and SEO strategy, with a proven track record of driving results.
* Strong knowledge of web development platforms (e.g., WordPress, Drupal), HTML/CSS, and SEO tools (e.g., Google Analytics, SEMrush, Moz).
* Experience with UX/UI design, A/B testing, and conversion rate optimization.
* Exceptional project management and leadership skills.
* Ability to analyze and interpret complex data to make strategic recommendations.
* Strong understanding of website accessibility, privacy, and security regulations.
* Excellent written and verbal communication skills.

Preferred Skills:

* Experience working within higher education or nonprofit sectors.
* Familiarity with marketing automation tools (e.g., HubSpot, Marketo) and CRM systems.
* Knowledge of emerging trends in digital marketing, AI in SEO, and content personalization.

Essential Functions:

* Work hours necessary to perform job requirements satisfactorily on a regular basis. Manage absence from work in responsible manner to ensure service to clients, work teams, and coworkers. Comply with Marian University policies and practices and seeking clarification of them when necessary.

Review of applications will begin immediately and continue until the position is filled.

For Consideration All Applications Require:

* Cover Letter
* Current resume or CV
* Contact information of three professional references. The reference contact information must be entered after the application is submitted in the "My Presence" section of the applicant profile.
* Responses to the supplementary mission & identity questions.

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Please Review Marian University's Mission & Identity Statement before responding to the supplementary questions on your application:
https://www.marian.edu/faith

Marian University is an Equal Opportunity Employer. All individuals, including minorities, women, individuals with disabilities, and veterans are encouraged to apply.

Contact Information

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

Contact

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