

## **Director of Digital Marketing and Web Manager**

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**Summary:** Reporting to the AVP of Marketing and Communications, the Director of Digital Marketing is responsible for creating and implementing digital strategies in support of the University's strategic framework. The position is responsible for creating and managing compelling digital content across media channels. Using a blend of content development, project management and data analysis and reporting skills, s/he manages the day-to-day operations of Queens' website. The Director will have their pulse on emerging technologies and practices to help take Queens' digital presence to the next level. This is a full-time, benefits-eligible position. *This position is exempt from provisions of the Fair Labor Standards Act (FLSA) and is not eligible to earn overtime pay for hours worked above 40 in a single work week.*

### **Essential Duties and Responsibilities**

- Oversee the University's website, digital marketing strategies, and related digital initiatives and maintain these platforms so that they are user-focused, responsive, accessible, and engaging.
- Develop standards for user experience and accessibility, and for collecting and analyzing digital marketing data to inform decision making.
- Build, evolve, and optimize a large marketing website using an enterprise CMS.
- Develop and deepen Queens' practice and portfolio of marketing techniques and technologies (including SEO, SEM, marketing automation, etc.).
- Conduct one-on-one and group training sessions to help campus clients maintain and better utilize queens.edu
- Support the execution of the university's paid search, display, behavioral targeted, and programmatic strategies by providing regular reports and analytics
- Work with technical and functional teams on CMS upgrades, enhancements, and data integrations.
- Develop customized and integrated analytics reporting platform using Google tools.
- Contribute to the development of the overall communications and marketing strategy and tactics

### **Secondary Duties and Responsibilities**

- Other duties and special projects may be assigned to meet department and/or university goals

### **Experience, Knowledge & Skills Required**

- At least six years of professional experience in digital strategy and web communications is highly desired
- Demonstrated ability to forge relationships with stakeholders and build governance capacity among academic, administrative, and technology departments.
- A strong understanding of digital best practices and strategies across web, paid, and social channels; and demonstrate expertise with Google Analytics, WCAG (Web Content Accessibility Guidelines), SEO, and applying UX principles.
- Experience with a CMS (OmniCMS, dotCMS, WordPress, Joomla, etc.)

- Be self-motivated, efficient, and detail-oriented, and can manage staff and projects while working within a budget.
- Experience with front-end development using HTML5, CSS, and JavaScript (preferred)
- Multi-platform ad experience including Facebook, Google, and YouTube (preferred)
- Bachelor's degree in a relevant field or equivalent combination of education and experience

## Application Process

Qualified candidates should submit the documentation listed below via email to **hr@queens.edu** in (.doc) or (.pdf) format. Include the following:

1. A cover letter addressing the position qualifications, experience, and interest
2. Current résumé
3. Salary requirements
4. Link to graphic design portfolio that demonstrates requirements of the role
5. Contact information for three professional references.

Be sure to include "**MC-DDMW**" and **YOUR NAME** in your email Subject Line.  
(**Example:** MC-DDMW Jordan Washington)

**Submissions received by March 18, 2022**, will receive first consideration. Queens will continue to accept submissions until the position is filled.

## About Queens University of Charlotte

Located in the heart of the nation's second fastest growing metropolitan area, Queens University of Charlotte leverages the city's diverse and thriving environment as an extended classroom. Nationally recognized for undergraduate programs in international and interdisciplinary education, Queens blends the best of liberal arts learning with professional preparation and community engagement. Focused on supporting success for diverse learners, faculty build close and collaborative relationships with students and help them build intentional and individualized roadmaps for flourishing at Queens and beyond. At the graduate program level, the University offers innovative educational experiences that help learners advance professionally and retool for new opportunities. Our environs afford faculty myriad opportunities to advance their own professional growth and teaching and research interests by collaborating with vibrant industry, non-profit, and community organization sectors.

Because of our history of innovation and our legacy of strong leadership, **Queens is positioned to be among the new forerunners of American higher education.** This is a defining moment for Queens. While other institutions are focused on sustaining and surviving, we are thinking much bigger. Institutions that understand what is needed and are willing to reimagine what is possible can position themselves to thrive and strengthen their market position after the pandemic with innovative approaches that are deeply connected to the world and its greatest challenges.

By 2030, **Queens aspires to become the leading, private, national university of Charlotte** with deep, meaningful, and reciprocal connections to the needs of our local community and economy; inventive and multidisciplinary academic programs that are connected to the world's most pressing challenges and biggest areas of opportunity; a fully connected, integrated, and innovative set of experiences that support holistic wellness and wellbeing; a culture of continuous improvement and investment that enables faculty and staff to flourish and achieve their full potential; and a comprehensive approach to diversity, equity, and inclusion that begins on campus and radiates throughout the community.

## Benefits

Queens offers comprehensive benefits to eligible employees, including: medical, dental and vision insurance, domestic partner benefits, defined contribution (matching) and supplemental 403(b) retirement plans, vacation and generous paid holidays, tuition remission and tuition exchange, Queens-paid life insurance, supplemental life insurance, dependent life insurance, accidental death and dismemberment insurance, flexible spending accounts (medical, dependent care, Health Savings Account), sick leave and long-term disability leave, paid parental leave, FMLA leave when eligible, reduced cost meals at Morrison Dining Hall, employee assistance program (EAP), free access to the Levine Center, wellness programs. In addition, employees may choose benefits such as pet insurance, critical care insurance and legal assistance.

Queens University of Charlotte is an equal opportunity employer and is firmly committed to supporting and celebrating all forms of diversity. Queens does not discriminate on the basis of race, color, gender, sex (including pregnancy, child birth and conditions related to pregnancy or child birth), sexual orientation, gender identity or expression, religion, age, national origin, disability, political beliefs, veteran status, genetic information or any characteristic protected by law in the administration of its educational and admissions policies, scholarship and loan programs, athletic programs, employment and hiring policies, or other University-administered programs.

Any individual with a disability who needs any reasonable accommodation under the Americans with Disabilities Act to apply for a position or otherwise to participate in Queens' job search/selection process should contact the Director of Human Resources at 704.337.2222.

**Physical Requirements** (*with or without reasonable accommodation*) require ability to

- Remain in a stationary position, most of the time.
- Exchange accurate information with co-workers and clients, frequently.
- Read reports, create presentations, use a computer system, most of the time
- Communicate with co-workers, clients and vendors, most of the time.
- Write, type, and use the computer, telephone, copier, and other office equipment systems, most of the time.
- Move about inside the workspace to access resources and office equipment, and attend meetings across campus, regularly.
- Exert moderate force to move objects, occasionally.

- Think critically, concentrate on the task at hand, and respond quickly to changes in conditions, most of the time.

**Work Conditions**

- Must be willing and able to work a flexible schedule to meet requirements of the position, including occasional nights or weekend work.
- Must be able to work in office environment while having contact with faculty, staff, parents, students, donors, service providers and vendors on any given day.
- Work has deadlines, multiple interruptions, high volume and can be stressful.

*Nothing in this job description restricts the university's right to assign or reassign duties and responsibilities to this job at any time; this description reflects the university's assignment of essential functions, it does not proscribe or restrict the tasks that may be assigned; this job description is subject to change at any time.*