#### Trent University LogoEXEMPT JOB DESCRIPTION

**Job Title:** Manager, Digital

**Job Number:** X-303 | VIP: 1082

**Band:** EXEMPT-8

**Department:** Communications

**Supervisor Title:** Director, Communications

**Last Reviewed:**  January 18, 2024

#### **Job Purpose:**

Reporting to the Director, Communications, the Digital Manager has primary responsibility for the University’s digital presence, including web and mobile sites, webinars, search engine optimization, analytics, integrated social media presence, and those portions of the intranet overseen by Communications. The Digital Manager acts as a change agent by providing digital marketing expertise underpinned by excellence in project management and reporting. The Manager provides leadership and direction in planning, developing, and executing various web-based communication efforts and web activities, and manages the Digital team’s service to clients as they relate to the goals and objectives of the Communications & Enrolment Portfolio and its key priorities of student enrolment and retention, research, philanthropy, government and community relations, alumni relations, and internal and emergency communications at its Peterborough and Durham campuses.

#### Key Activities:

##### Strategic Planning

* Working with the annual plans and other key strategic institutional documents, bears overall responsibility for the creation of a digital strategy for Communications & Enrolment.
* 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 strategies and tools.
* Brings strategic foresight to the digital architecture and site planning at the various levels of programming, marketing, and design.
* Conceptualizes and produces creative web solutions, and provides advisory services in market research, information architecture, web project management, data analytics, usability, web design and development.

##### Digital/Website Evolution & Planning

* Manages the Digital Team’s creation of a web redesign plan in partnership with Information Technology.
* Ensures rigorous attention to programming principles as the underpinning to sustainable digital/web design.
* Leads development of wireframes, storyboards, sitemaps, data visualizations, information flows and architecture to champion UI/UX and promote quality user experience and institutional branding.
* Plans, project manages, implements, and maintains digital components for the University’s website including research, design, analysis, coding and development, integration, testing, and problem resolution in the Drupal Content Management System and other web-based platforms.
* 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.
* Leads to the development and maintenance of the University’s website style guide and digital templates that properly reflecting the University style and branding guides.
* 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, adapting to new technologies and opportunities including implementation of new mobile versions, apps, and widgets as well as social media connections.
* Plays lead role on strategic web priorities, including collaborating with key University stakeholders on website redesigns and new approaches.
* Oversees Digital team and/or outside suppliers to program and successfully launch web projects.

##### Human Resources & Administration

* Manages the Digital team and is responsible for overseeing the recruitment, training, and performance management of these positions, including database-driven web needs.
* Provides regular coaching and feedback and conducts annual performance appraisals for permanent staff.
* Provides parameters for the hiring, retention and use of contractors, consultants, or suppliers in the digital/web areas of Communications.
* Responsible for overseeing the digital budget, associated planning, reporting and funds deployment.
* Trains Communications staff as required as a result of deployment of new or enhanced web, e-communication, or social media systems and procedures.

##### Analytics & Reporting

* Responsible for the preparation of a digital plan for rigorous use of analytics and other available tools for digital measurement.
* Provides regular reports to Director and senior administration 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 Digital Team employs latest techniques in soliciting user feedback through online surveys and questionnaires, making recommendations for changes and updates based on results.
* Oversees ongoing efforts to maintain 90+ scores in Level A and Level AA as reported in SiteImprove; drafts annual AODA compliance report.
* Provides regular reports on the University’s performance in search engine optimization.

##### Search Engine Optimization

* Responsible for the creation of plans to ensure Trent 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 Digital Team implementation of immediate plans for increased performance in this area.
* Ensures the University website and its components are optimized for search engines.
* Contributes SEO expertise in key areas throughout the University including recruitment and admissions; philanthropy and other high profile and revenue-generating areas.
* Creates analytics reports for web and social traffic, engagement, and conversions, and develops strategies for improved outcomes.

##### Communication

* Creates overarching plans for key clients to meet marketing goals through integration of e-communication with other digital and web strategies.
* Responsible overall for the design, implementation, measurement, and follow-through on e-communications projects.
* Provides marketing oversight and collaborates with IT in ongoing development and evolution of the University’s website and intranet.
* Oversees creation of plans and strategies to achieve increased traffic to internal portals and readership of important institutional information.
* Works with recruitment manager and teams at both campuses to ensure smooth operation of virtual events, webinars, and live streams.
* Responsible for improving brand identity and web design consistency on the intranet and overall improved look and feel.
* Ensures clarity and functioning, in partnership with IT, of intranet marketing tools such as delivery of internal news and the events calendar.
* Oversees content management plan on digital signage throughout the University.
* Acts as back up for emergency communications and participation in EOCG.
* Ensures seamless readiness for internal and external communication in the event of an emergency.
* Oversees the deployment of all digital communications tools to communicate continually throughout short-term and ongoing emergency scenarios.
* Provides strategic direction for the digital asset platform, including content additions and planning, metadata, usage and analytics, department collaboration.

##### Social Media Planning & Oversight

* Contributes to 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 Digital team action on opportunities presented by Communications colleagues in media relations, marketing/communications as well as other University departments to build reputation and increase interaction and sharing of Trent success stories.
* Ensures implementation of the plan results in consistent, high quality, two-way dialogue about the University’s key strengths and benefits.
* Advises on and supports efforts to improve digital presence on all platforms, including social media, YouTube, etc.

##### Other

* Is a member of and/or provides advice to, the following Trent University internal committees:
  + Communications Network (or Web Advisory Group)
  + Website Project Team (lead for website redesign)
  + AODA Committee
  + Integrated Communications Committee
  + Other committees arising out of strategic needs for the University’s digital marketing interests.

#### Education Required:

* Honours Bachelor’s Degree (4 year) in Business Administration, Marketing & Communications, Computer Science, or related field.
* MBA or postgraduate degree would be considered an asset.

#### Experience/Qualifications Required:

* Seven (7) years of experience, at least three of which is progressively responsible experience administering digital marketing strategies.
* At least three years of experience in a management position overseeing web staff; experience managing staff in a unionized environment would be considered an asset.
* Success in human resource management on complex digital marketing and web projects.
* Ability to take initiative and work collaboratively in a team environment with administrative staff, senior leaders, faculty, alumni, students and volunteers.
* Ability to provide detailed executive reporting on digital metrics and proven examples of the 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 CASL requirements.
* Proven ability to engage, inspire, lead, and motivate others.
* 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.
* Eager to embrace current and emerging digital technologies.
* 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.

#### Technical Requirements:

* CMS systems (Drupal, etc.)
* User analytics and heatmapping (e.g. CrazyEgg)
* SEO monitoring tools (e.g. SiteImprove, Moz, Whitespark, gShift Labs, Ahrefs)
* CRM applications
* Project management and advanced reporting tools (e.g. MS Project, Microsoft Visio or Omnigraffle, Microsoft Excel or Google Spreadsheets)
* Email marketing software (e.g. Constant Contact)
* Google Analytics
* Google Webmaster Tools
* Google Adwords
* Adobe Creative Suite
* Social media tools and trends

##### It is also considered advantageous to have high level knowledge of:

* MySQL and SQL reporting
* LAMP development stack (Linux, Apache, MySQL, PHP, JS)
* Drupal, Wordpress, open-source CMS applications

#### Supervision:

* Web Developer (C-077)
* Digital Officer (C-081)