

Director of Web Communications

Daemen College has contracted with a third-party vendor to redesign the college web site. The Director of Web Communications will manage and oversee this project working with a campus-wide web committee, and will be the on-going web site administrator.

Principal Duties and Responsibilities:

- Project manage the site redesign.
- Migrate existing content to the new site
- Manage day-to-day web activities, prioritize work, and troubleshoot issues.
- Define and communicate to the college community appropriate web development time frames and expectations based on available personnel and resources.
- Implement web site policies and procedures, and manage budget.
- Implement and maintain the site's visual design by coordinating design requirements with internal stakeholders using existing visual identity system.
- Guide departments to organize and refresh existing content and create new content.
- Organize training for internal content providers.
- Implement and maintain graphic standards and visual hierarchy requirements to ensure the web site is consistent with our brand image.
- Analyze site traffic and usability for ongoing site improvement.
- Develop and implement marketing strategies for driving new visitors to the site.
- Keep abreast of new technologies and industry best practices and actively seek ways for the college's web presence to be more effective by suggesting new features, integrating new tools, and researching changes in web technologies.

Qualifications:

- BA in Communications, IT, or other related field.
- A minimum of three years experience, preferably in a higher education setting.
- Strong project management skills: ability to establish priorities, work within deadlines, multitask, and organize effectively.
- Excellent writing, editing, and communication skills.
- Familiar with all aspects of web site development and design.
- Ability to work with third-party vendors, design agencies, and content developers.
- Good understanding of the web environment and marketing.
- Ability to drive initiatives from concept to implementation and on-going development.

This position reports directly to the Vice President for External Relations and will be required to work with other departments and committees to define project requirements and ensure quality control.

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