



ST FRANCIS COLLEGE

Assistant Director of Web Strategy and Digital Platforms

About St. Francis College

We are committed to diversity, equity, and inclusion and serve one of the most diverse student populations in New York City and the country. St. Francis College has a 160-year history of serving New York City's low-income, working class and immigrant families, and a mosaic of diverse individuals, offering our students opportunity—the opportunity to pursue a college education that is accessible and affordable and to use their hard-earned degree and experience to build careers and achieve economic mobility. Today, St. Francis College's student body is 28% Hispanic, 24% Black, and 26% White. Over 60% of students are female and 47% receive federal Pell grants. Candidates who are culturally competent and have the professional skills, experience and desire to engage with a collaborative and diverse college and community, are particularly sought after for employment with the College. To learn more about St. Francis College and our commitment to diversity, equity and inclusion, please visit us at <https://www.sfc.edu/>.

About this Position

Reporting to St. Francis College's ("SFC" or the "College") Executive Director of Marketing and Communications, the Assistant Director of Web Strategy and Digital Platforms is responsible for evolving the overall technical strategy for SFC's public and internal websites, the long-term planning and growth of each website, as well as the periodic review of website policy with the goal of driving the all-around user experience for our prospects and current students throughout their digital journey. Responsible for the development and execution of a College-wide web strategy to create more awareness of SFC's programs and offerings, while making continuous improvements in operational efficiency.

Schedule: Full-time, twelve-month, hybrid remote/on-campus work schedule, which may include evening and weekend commitments.

Pay Range: \$70,000- \$85,000 per year

The advertised pay scale reflects the minimum and maximum salary range for this role. The specific compensation offered to a candidate may be dependent on a variety of factors including, but not limited to; the candidate's experience, education, credentials and/or qualifications.

Duties and Responsibilities:

- Oversees the functionality of the SFC website, the evaluation and management of website performance, as well as the selection and management of the Content Management System (CMS).
- Works collaboratively and forms strong relationships College-wide, including with department/office content owners and the College's IT team.
- Works collaboratively with multiple stakeholders, including marketing and communications, other College departments, campus-wide colleagues, and external agencies.

- Leads the web team by overseeing the content and visual updates for SFC's homepage and other key landing pages on the website.
- Manages the creation and redesign of web pages, including overseeing the approval process.
- Coordinates and delivers the SFC strategic vision, designing to the highest possible standards.
- Implements strategies that increase traffic and result in positive returns on investment while considering every aspect of the user experience and business and marketing goals.
- Delivers consistent improvement in users' digital experience to lift web engagement and conversion.
- Implements and manages workflows and best practices.
- Coordinates with the College's IT department to ensure web servers, hardware, and software support meet specific requirements.
- Manages an existing web team, external vendors, as well as budget to support key projects.
- Understands what constitutes good design, photographic composition, and storytelling in digital media.
- Employs SFC's commitment to diversity and inclusion daily in all aspects of work.
- Performs all other duties as assigned.

Qualifications:

- Bachelor's degree in marketing, communications, information technology, or related field.
- Minimum of 4-years of relevant experience in a business, academic, higher education, or a non-profit environment, managing websites and developing and curating website content. Such experience should include, project management, communications, and management responsibilities.
- Accomplished writing, visual, interpersonal, organizational, project management, and planning skills.
- Proficiency in writing, editing, and organizing content for digital media.
- Experience working with the Craft CMS, or similar product, as a website content management system; able to edit/size photos and graphics for the web.
- Proficient in all standard computer applications, including Microsoft Word, Excel, PowerPoint, and the Adobe Creative suite.
- Knowledge of HTML, CSS, CMS, Google Analytics, responsive design, web accessibility, and Adobe Photoshop.
- Possesses a working knowledge of the internet and intranets, website content strategy, website design, usability, and accessibility.
- Flexible, positive, energetic self-starter who enjoys collaboration with a wide variety of constituencies.
- Exemplary communication, problem-solving and decision-making skills with the ability to develop and maintain mutually beneficial relationships.
- Strong leadership, listening and negotiation skills.
- Ability to work independently and as part of a team.
- Ability to work collegially and tactfully with the College's leadership team, including the President's Office, as well as with faculty, department heads, and staff.

- Capable of handling multiple projects, prioritizing, and meeting deadlines in a fast-paced, environment.
- Ability to work a flexible schedule according to departmental needs, which may include occasional evenings and weekends.
- Previous experience working with diverse populations.
- Communication skills and cross-cultural abilities to maximize effectiveness with diverse groups of students, colleagues and community members.
- Commitment to diversity, equity, and inclusion in the workplace, and efforts to embed it into the St. Francis College culture.
- Ability to interact collaboratively and professionally with diverse groups and constituencies throughout the College.
- Culturally sensitive with an understanding and appreciation of a multi-cultural college community and the Franciscan traditions of St. Francis College.
- Strong commitment to the College's mission and to its students, faculty and staff.

Interested applicants can apply [here](#).

St. Francis College is committed to providing opportunities to all persons without regard to sex, race, creed, color, religion, national origin, citizenship status, age, disability, marital status, gender identity or expression, predisposing genetic characteristics, status as a victim of domestic violence, sexual orientation, status as a Vietnam-era or special disabled veteran, or any other characteristic protected by law in its education programs and activities or employment. The College is an Affirmative Action, Equal Opportunity employer and we are strongly committed to equity and to increasing the diversity of our faculty, staff, students, and the curriculum. Applications by members of all underrepresented groups are encouraged.