



		ISSUED: 5/17/2022
TITLE: Lead Digital Strategist	SALARY TABLE AP	CLASS CODE: PE301
UNION: P&A, Local 1979, UAW	SALARY GRADE: 15	EEO CODE: 30
JOB GROUPING: 30	FLSA: Exempt	EMPLOYEE CLASS: PE

POSITION PURPOSE

In addition to the responsibilities of the Senior Digital Strategist, this level is responsible for collaborating university-wide both internally and externally across units to assess goals and devise strategies designed to achieve the university’s web communication and digital marketing objectives. Regularly provides training, guidance, and support, regarding content strategy, information architecture, search engine optimization tactics and best practices to schools, colleges, and departments working on webpages. Oversees workflow, governance process execution, and department content on university websites through harmonization of design, enhancement of usability/user experience, information architecture, search engine optimization, accessibility, university style guide adherence, and the integration of multimedia.

Essential Job Functions	% Time
Creates high-quality, sustainable websites using analytics, insights, benchmarking, search engine optimization, and best practices to enhance user experience, digital strategies, content, and tactics across all digital channels.	25%
Establishes content planning, information architecture, and user experience optimization, assignments, follow-up and scheduling on major digital properties (homepage, events calendar, digital signage, etc.)	25%
Assesses goals and devises strategies designed to achieve the university’s web communication and digital marketing objectives. Gains in-depth understanding and definition of internal and external factors affecting business, marketing, and the university’s digital presence. Identifies gaps and challenges from a business point-of-view; and determines and prioritizes key strategic business, marketing, and digital needs to be addressed.	20%
Provides training, campus communications guidance, and style guide updates to other Digital Strategists.	15%
Completes migration of website content and cleans up code to provide semantic and accessible website pages and documents.	10%
Performs other related duties as assigned.	5%

THIS DESCRIPTION IS INTENDED TO INDICATE THE KINDS OF TASKS AND LEVELS OF WORK DIFFICULTY THAT WILL BE REQUIRED OF POSITIONS THAT WILL BE GIVEN THIS TITLE AND SHALL NOT BE CONSTRUED AS DECLARING WHAT THE SPECIFIC DUTIES AND RESPONSIBILITIES OF ANY PARTICULAR POSITION SHALL BE. IT IS NOT INTENDED TO LIMIT OR IN ANY WAY MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT AND CONTROL THE WORK OF EMPLOYEES UNDER THEIR SUPERVISION. THE USE OF A PARTICULAR EXPRESSION OR ILLUSTRATION DESCRIBING DUTIES SHALL NOT BE HELD TO EXCLUDE OTHER DUTIES NOT MENTIONED THAT ARE OF SIMILAR KIND OR LEVEL OF DIFFICULTY.

COMMENTS (Level Descriptions)

The Digital Strategist job family has three levels.

Digital Strategist

This level is mainly concerned with updating, managing and ensuring that content across the unit's website meets accessibility standards, establishes a successful user experience and is accurate in the information presented. Ensures web pages are aligned with university standards.

Sr. Digital Strategist

In addition to the responsibilities of the Digital Strategist, this level is responsible for collaborating with writers, editors, social media coordinators, video producers and photographers both in University communications and in communications units across campus. Oversees day-to-day project management of school/college, department, and division website projects by tracking progress, ensuring timely delivery and keeping projects within scope. Uses metrics to determine the most effective channels to deliver content to audiences, measure their behavior and attitudes in response to that content, and make recommendations based on the results.

Lead Digital Strategist

In addition to the responsibilities of the Senior Digital Strategist, this level is responsible for collaborating university-wide both internally and externally across units to assess goals and devise strategies designed to achieve the university's web communication and digital marketing objectives. Provides regular training, guidance, and support to schools, colleges, departments and divisions. Resolves complex communication, user experience and technology challenges across the university's web presence. Builds high-quality, sustainable websites within the Wayne State University web content management system using analytics, insights, and best practices to optimize user experience, digital strategies, content, and tactics across all digital channels.

MINIMUM QUALIFICATIONS

Education: Bachelor's degree

Graduation from an accredited college or university, preferably with course work in Communications, English, Internet Marketing, Public Relations, Advertising or a related field. Candidates with an equivalent combination of education and experience may be considered.

Experience: Advanced (established subject matter expert, 6+ years experience)

A minimum of 6 years full-time professional experience in digital content management and/or digital marketing is required.

KNOWLEDGE, SKILLS AND ABILITIES

- Superior oral and written communication skills.
- Comprehensive knowledge of grammar, punctuation, composition, and publishing processes.
- Must be detail-oriented, proactive and possess excellent verbal, writing, editing and proofreading skills.
- Strong interest in and aptitude for developing and maintaining website content.
- Ability to acquire new skills quickly.
- Ability to work with a wide range of personalities and work styles.
- Ability to collaborate with leadership and realize both department and user needs.
- Excellent planning and organizational skills. Skilled at brainstorming,
- Ensures deadlines are met, and pays close attention to detail.
- Strong understanding of web usability, accessibility and related user experience optimization methods.
- Willingness and ability to support a diverse and inclusive environment.
- Knowledge of digital communications best practices.
- Experience with Google Analytics and search engine optimization
- Knowledge of Hypertext Markup Language,
- Knowledge of web accessibility standards and guidelines.
- Understanding of web design/development concepts and processes.
- Experience with media and image editing software.
- Experience with user experience and user interface principles.
- Possess knowledge of digital practices.
- Professional experience with web content management systems.
- Experience with Google Analytics and search engine optimization
- Knowledge of web accessibility standards
- Solid understanding of web design/development concepts and processes.
- Experience with media and image editing software.
- Strong analytical and technical skills.
- Demonstrated experience with digital strategy, user experience and UI principles.
- Possess broad knowledge of digital practices
- Professional experience with web content management systems.

WORKING CONDITIONS

Normal office environment.

ADDITIONAL COMMENTS

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