



UNIVERSITY OF MINNESOTA ROCHESTER

Web and Digital Specialist

The Web and Digital Specialist is assigned to develop, refresh and redesign effective and appealing websites and social media content that is user-friendly and representative of the University of Minnesota Rochester (UMR) brand. This position is a full-time, 12-month position that reports directly to the Director of Communication and Marketing. Working closely with members of the Marketing and Communication team, this position serves a key role in working collaboratively with internal stakeholders within the UMR community to share UMR's story of innovation and student success.

Duties and Responsibilities

Web Design and Functionality - 45%

- Act as the main editor of UMR's website.
- Update website content and graphics; monitor performance and results; identify and evaluate improvement options and introduce new technology.
- Provide ongoing reports to inform strategies by collecting, analyzing and summarizing data and trends.
- Develop plans that increase Search Engine Optimization.
- Maintain site appearance by enforcing content standards that are brand compliant.
- Represent all people in an inclusive and respectful manner.
- Maintain, review and respond to issues with site functionality in a timely manner.
- Create mock-ups for proposed project pages and update them as needed.
- Maintain a website auditing process to keep departmental pages up to date.
- Train qualified Drupal users.
- Maintain brand standards while implementing and ensuring accessibility that is inline with Associated Press (AP) style.
- Implement tactics aligned with campus strategic direction for both recruitment and reputational marketing via the website as well as coordination with internal departments and their emerging needs.

GRAPHIC DESIGN/IMAGES/SOCIAL MEDIA - 35%

- Design engaging and professional content for social media and digital screens.
- Keep images and email templates in line with the brand.
- Integrate communication plans into social media when appropriate.
- Execute ideas to increase social media activity.

RECRUITMENT CAMPAIGNS - 20%

- Provide consultation to the Office of Admissions on branding guidelines and best practices for mass email campaigns, with regularly scheduled collaborative meetings to ensure ongoing coordination of efforts.
- Develop a comprehensive print and digital recruitment strategy in collaboration with the Director of Communication and Marketing, Office of Admissions and Assistant Vice Chancellor for Enrollment Management.
- Align mass email system strategies with the strategic direction of UMR, ensuring brand compliance.
- Engage with UMR's prospective students periodically to ensure awareness of their perspectives (focus groups, interviews, etc.).

Days and Schedule

- Monday through Friday, typically from 8 a.m. - 4:30 p.m., schedule flexibility available. Remote workplace flexibility with an expectation to work from campus 50%.

REQUIRED QUALIFICATIONS:

- BA/BS degree or combination of related education and work experience to equal at least four years.

PREFERRED QUALIFICATIONS, SKILLS AND ABILITIES:

- One year of professional experience in communications, graphic design, marketing, social media, web design or digital arts.
- Exemplary written and verbal communications skills
- A working knowledge of Search Engine Optimization, and HTML or other programming management skills
- Ability to work effectively within brand guidelines
- Excellent visual design skills
- Video creation skills or the willingness to learn
- Work effectively within a team environment
- Adaptable and willing to learn new techniques
- Excellent time management and project management skills
- Proven experience exercising initiative, decision-making, and self-discipline
- Model UMR values of respect, diversity and inclusivity, community, evidenced-based decision making, and human potential.



Job Code	Job Class	Class Title
8341WC	CS	M&C Pro 1-Web Content
Focus Area	FTE	HR Approved
CR	1.0	
UMR Internal (Working) Title:	Web and Digital Specialist	

