Saint Michael's College
Job Description

Job Title: Website Manager

Department: Institutional Advancement and Communications

Supervisor or Manager: Associate Director of Digital Marketing Strategy

Date Created: **Last Revised:**

Our Mission: It is the mission of Saint Michael's College to contribute through higher education to the enhancement of the human person and to the advancement of human culture in the light of the Catholic faith.

Major Objectives: Drive all audiences to the dynamic and attractive Website

- Provide strategic leadership support and day to day management of the College's website, ensuring a high quality, accessible, and user focused digital experience that advances institutional priorities.
- Oversee website content strategy, governance, SEO, analytics, accessibility, and continuous improvement efforts to maximize engagement and website effectiveness.
- Serve as the primary administrator for the College's content management system, ensuring website content is accurate, current, brand compliant, and supportive of enrollment and advancement goals.
- Work with College partners to ensure website uptime and security.
- Partner with campus stakeholders, IT staff, developers, and external vendors to maintain website functionality, implement enhancements, and support the ongoing evolution of the College's web presence.

Essential Duties and Responsibilities:

- Manage and maintain the College website and content management system.
- Develop and implement website governance, publishing standards, and content workflows in partnership with the Associate Director of Digital Marketing Strategy.
- Partner with campus stakeholders to plan, create, edit, and publish web content.
- Ensure content accuracy, consistency, accessibility, and alignment with institutional messaging.
- Serve as CMS administrator, including permissions, training, and user support.
- Monitor website performance, SEO, analytics, and user engagement metrics.
- Develop reports and dashboards that inform enrollment, advancement, and communications strategies.
- Coordinate website upgrades, system integrations, and technical enhancements with IT and vendors.
- Manage Website Consultants / Interface with Marketing & Communications Vendors
- Conduct quality assurance testing across browsers and devices.
- Monitor and support WCAG accessibility compliance.
- Recommend user experience improvements based on analytics, user feedback, and best practices.
- Maintain documentation for web standards, procedures, and governance practices.
- Serve as a campus resource and trainer for website contributors.
- Work with writers to translate to Website text.

Secondary Responsibilities:

- None

Positions Supervised:

- None

Major Contacts:
- Enrollment and Marketing
- Institutional Advancement and Communications
- Campus-wide community
- External communications' vendors
- General Public

Demonstrates Excellence in Position:
- Demonstrates strong organizational skills with both daily and long-term tasks for a high level of efficiency
- Works collaboratively with other members of the Enrollment Management and Marketing Team and the Institutional Advancement Team

Education and Work Experience:
- Bachelor's degree in communications, marketing, digital media, web technology, or related field.
- 3-5 years of experience managing websites, digital communications, web content operations, or related field.
- Experience with enterprise content management systems.
- Strong project management, communication, and organizational skills.
- Knowledge of website analytics, SEO, accessibility, and user experience principles.
- Working knowledge of HTML and CSS.
- Ability to manage multiple projects and priorities while collaborating with diverse stakeholders.
- Experience in higher education preferred
- Experience with GA4, Google Tag Manager, and reporting tool preferred
- Experience supporting website governance initiatives preferred
- Experience managing vendors and web development projects preferred
- Knowledge of accessibility standards (WCAG 2.1 AA) preferred

Analytic Skills:
- The ability to recognize several likely causes of events, analyze relationships among several parts of a problem or situation, and then formulate a multi-step response.
- The ability to analyze data and produce actionable information.

Language and Literacy Skills:
- Reads and interprets documents such as operating instructions, procedure manuals, and College policies to guide own behavior. May need to respond to questions and solve problems for people using communications skills. Has the demonstrated ability to prepare or revise written reports or other documents.

Computer/Technology Skills:
- Familiarity with Microsoft Office and Proficiency with Excel
- Proficiency with Adobe Creative Suite
- Demonstrated proficiency of HTML, and web editing software.
- Proficiency with Google Analytics; Ad Words, Mobile Experience and Search Console

Licenses, Certifications and Other Requirements
- TBD

Physical Demands:

Work is often performed in a typical office environment requiring:

- Sitting in a normal seated position for extended periods of time
- Reaching by extending hand(s) or arm(s) in any direction
- Dexterity sufficient to manipulate objects with fingers, for example operating a computer keyboard
- Communication skills using the spoken word
- Vision sufficient to see within normal parameters
- Hearing sufficient to hear within normal range
- No or very limited physical effort; No or very limited exposure to physical risk
- The employee must occasionally lift and/or move up to 10 pounds.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with a disability to perform the essential functions.

The above job description in no way states or implies that these duties are the only duties performed by this employee. The incumbent is expected to perform other related duties necessary for the effective operation of the College.