

Class No.:	
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CLASS SPECIFICATION

SENIOR DIGITAL STRATEGIST

NATURE AND SCOPE OF WORK

The senior digital strategist leads major web and digital initiatives to optimize the user experience and enhance recruitment, retention, and engagement goals. The incumbent is a strategic professional skilled at building a compelling digital presence for the University, including websites, landing pages, email marketing and other digital content.

With both hands-on and advisory skills, the strategist is a primary contact for the University's IT Services department and works closely with external web partners to conduct testing, develop prototypes, create reports, and make strategic recommendations. This role also acts as a resource to members of the University community, providing ongoing support on digital strategy.

A champion of best practices in user experience research, design and measurement, the senior digital strategist continually works to improve the digital experience and flow users effectively through the marketing lifecycle. The senior digital strategist reports to the manager, marketing.

ILLUSTRATIVE EXAMPLES OF DUTIES

Digital Strategy & Web Development

- Leads and manages major digital projects, serving as both subject-matter expert and advisor.
- Supports high-level University initiatives including information architecture updates and development of new web pages and sections.
- Consults on user experience design, email marketing and other digital tools and strategies.
- Reviews, evaluates, coordinates and publishes content for university websites and digital platforms.
- Builds user-focused landing pages and email campaigns, incorporating components, strong calls-to-action, and responsive content.

- Builds wireframes, prototypes, and other web products to convey complex information in simple and usable formats.
- Provides web design leadership for the University's digital storytelling platform, Capsule.
- Ensures all digital content meets or exceeds current standards for accessibility and best practices for the web.
- Develops and maintains web publishing schedules and processes.
- Develops and maintains web guidelines for internal and University-wide use.
- Acts as a conscientious champion of the University's brand through creating an exceptional digital and user experience.

Web Analytics & Reporting

- Uses analytics to gather key business and user insights, identifies gaps, and applies strategic planning skills to create a long-term vision for the user experience.
- Researches, recommends, and introduces new processes and technology applications to support strategic priorities and further the University's digital transformation.
- Stays abreast of the latest trends in web and user experience strategy and recommends continuous improvements.
- Produces regular reports for the manager, marketing on digital platform performance and user behaviour.

Collaboration & Communication

- Works with faculty and staff from all departments and programs to plan and implement large-scale web development initiatives.
- Liaises with external consultants to conduct user research, testing, information architecture improvements, journey mapping and other data-gathering methods.
- Collaborates with marketing & digital experience team members to implement user-focused design and web solutions, ensuring alignment with marketing campaigns and initiatives across channels.
- Partners with IT Services to execute complex projects for university websites and digital platforms and contributes to quality assurance testing.
- Prepares and co-facilitates workshops with multidisciplinary groups across the University.
- Advises departments on best practices, procedures, and tools for digital platforms.
- Educates internal teams about trends, practices, and developments in web design and strategy.
- Trains University colleagues on the use of digital applications including web and email tools.
- Participates as an active member in the University's Marketing Council.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Demonstrated experience in user experience research, digital strategy, and web design and development.
- Demonstrated experience in web publishing and maintenance.
- Strong analytical skills and ability to use web metrics tools (such as Google Analytics, Google Search Console, Google Tag Manager, Crazy Egg) to measure results and deliver actionable recommendations.
- Skilled in working with an enterprise-level content management system.
- Knowledge of HTML, CSS, and current and emerging digital technologies.
- Knowledge of email marketing, marketing automation and customer relationship management (CRM) systems.
- Working knowledge of mobile and responsive design principles.
- Ability to translate complex information into simple and actionable frameworks, strategies, and designs.
- Excellent communication skills and ability to establish and maintain effective working relationships and work productively with employees at all levels, as well as students, suppliers and vendors.
- Ability to work well under pressure, manage competing priorities and effectively meet deadlines.
- Ability to address time-sensitive tasks with care, attention to detail and commitment to quality.
- Experience working both collaboratively and independently on complex projects with multiple partners.
- Ability to act independently and with minimal supervision.
- Capacity for creativity and innovation; ability to exercise initiative, resourcefulness, and judgment.
- Ability to produce regular, informative and concise reports and status updates on projects and initiatives.
- Experience leading multiple projects in a complex organizational environment. Considerable knowledge of marketing and digital policies and procedures.

REQUIRED TRAINING AND EXPERIENCE

- Minimum of a four-year undergraduate degree in digital media, interactive design, information systems, marketing, or a related field.
- **Seven years** of experience in marketing, digital strategy, website management and analytics.

REQUIRED LICENSES, CERTIFICATES AND REGISTRATIONS

- None