SIMON FRASER UNIVERSITY
ADMINISTRATIVE & PROFESSIONAL
JOB DESCRIPTION

Position Title: Web Content Strategist
Department: Office of Vice-President Research (VPR)
Reports to: Communications Officer
Employee Group: APSA
Position #: 00121695
Reports to [pos #]: 00119079
Grade: 8

POSITION SUMMARY
The Web Content Strategist provides strategic guidance and direction on marketing strategies across all applicable channels for the Office of Vice-President Research (VPR). Manages the design, creation, implementation, and maintenance of key website content for the VPR Office and all VPR units. Develops a strategy for evaluating the effectiveness of all VPR websites and provides recommendations on methods to strengthen the strategy. Acts as a subject-matter expert to VPR unit staff for website design, development and maintenance.

DUTIES AND RESPONSIBILITIES
In consultation with the supervisor, faculty, and other VPR units’ senior administration, creates and implements the website content strategy for VPR that results in a highly visible and consistent message across the various VPR units. Under the direction of the supervisor, brainstorms and develops innovative technology solutions to enhance the online profile of the VPR Office and address a variety of informational and promotional website content needs for the VPR.

Conceptualizes, designs, and develops creative and innovative websites and is responsible for every stage of the website design process – from concept to design, development and launch. Oversees the testing, maintenance and updates to the website.

Creates and implements website architecture and ensures websites comply with the communications image guidelines, reach target audiences, provide reliable navigation, optimize the use of search engines and effectively incorporate current technologies (i.e. social media channels, interactive media etc.).

Works on various teams across VPR to integrate content strategy and user experience (UX) design strategies into projects. Designs and develops prototypes, layouts, concepts and site navigation using the University’s content management system and other standard web design and development applications and tools. Integrates verbal and visual content with the appropriate website design. Selects, edits, and optimizes photos and other graphics for the web. Improves site functionality by writing additional programming coding and ensures the layout of the content is accessible and logical and websites are easy to navigate.

Ensures compliance with copyright, trademark and other laws by following creative asset usage regulations and securing permissions to use creative assets in VPR websites and web marketing materials.

Provides usability and design expertise in coordinating the overall design and information flow of websites (“information architecture”); and researches current web-based solutions for providing information and transactions on the web.

Conducts pre-release testing of any new or revised web services or projects.

Defines, implements, and maintains web-based standards for websites. Creates and maintains complete documentation of website features and functions.

Manages the design, creation, implementation, and maintenance of key website content by:
• Soliciting input from divisions across VPR for relevant topics and content;
• Editing existing material, or creating new content, to support timely and effective delivery of informational, educational, and promotional content to student, faculty, staff, and public audiences;
• Creating website layout/user interfaces by using standard HTML/CSS practices;
• Integrating data from various back-end services and databases;
• Conducting Google Analytics reports and analyzing results to provide recommendations for improvements and answer questions about website performance; and applying this information to improve user experience.

Develops a strategy for evaluating the effectiveness of all VPR websites and provides recommendations on methods to strengthen the strategy. Recommends changes to the VPR web communication policies, procedures and services that may impact long-term objectives and operations. Recommends electronic publishing standards, policies and procedures.
Provides guidance to faculty and staff in structuring web content so that it is user intuitive, accessible, search engine optimization (SEO) friendly, and meets VPR communication goals, in addition to upholding SFU’s branding standards.

Manages content structure and usability on all VPR websites and assists with creating a sustainable model for keeping content relevant and accurate, as directed by the supervisor.

Liaises with VPR directors and staff to identify opportunities for improved website design and content in support of identified promotional, informational, or research outcomes.

Collaborates with the Communications Officer and University Communications staff to ensure adherence to University common look and feel (CLF) standards (brand and language guidelines) across all VPR units’ websites by approving final website architectures/designs in support of clear and coherent communication. Approves the concept, design, format, content, and appearance of all VPR units’ websites.

Liaises with web authors and other communications colleagues across SFU (University Communications; IT Services; faculty/departmental staff) to ensure that websites managed by the VPR Office uphold University brand, narrative, and technical standards.

Acts as a subject-matter expert to VPR units for website design, development and maintenance; and identifies opportunities for improvement and/or provides ideas and suggestions in order to support effective communication practices and techniques.

Fosters a multi-disciplinary approach to communication by collaborating with colleagues and central IT Services staff, in order to deliver targeted and professional communications to identified audiences.

Trains AEM authors/contributors by providing one-on-one or group tutorial sessions to facilitate improved web best practices, and clarity of design and language.

Leads, manages, and oversees the web application development life cycle by:
  - Reviewing specifications and user requirements.
  - Managing the data structure.
  - Overseeing the development of web applications and establishing coding methods and frameworks.
  - Coordinating ongoing technical support for daily web operations and support for upgrades and refinements.
  - Documenting web-related systems and processes.
  - Writing well designed and efficient code, using best software development practices.

Provides expertise in search engine marketing and updates VPR websites to follow appropriate SEO best practices. Liaises and collaborates with SFU IT and web development staff to ensure the integration of departmental IT systems, websites, email, and databases.

Monitors and assesses efficacy of web solutions for client goals by regularly reviewing websites, and keeps up-to-date with developments in the broad digital/social media field, in order to facilitate continuous improvements in VPR’s websites. Tracks and analyzes the effectiveness of websites using current tracking software; interprets statistical reports for authors; and oversees user testing.

Identifies, evaluates, and recommends strategic communications opportunities to the Director and Communications Officer and/or other Directors; develops and defines project objectives, audience, narrative, and deliverables to ensure that web solutions align with University priorities and brand guidelines.

Recommends and establishes web and general editorial publishing standards, policies, and procedures. Creates and maintains the Communication Services’ best practices material.

Assesses and recommends technical equipment needs, and software resources for the effective development of content. Responsible for liaising with third-party vendors for equipment as required.

Monitors website and web marketing project budgets by identifying project components, estimating costs, and obtaining quotes to keep project costs within allocation.

Initial Effective Date: November 6, 2017
Latest Revision Date: November 6, 2017
Ensures the consistency of content between print, electronic, and web materials by noting discrepancies and liaising with internal and external departmental staff.

Keeps current with changing web trends, technologies, applications, and web marketing opportunities.

**DECISION MAKING**
Makes decisions regarding the most appropriate website structure to communicate the content; determines ways to increase user friendliness of VPR websites and enhance user experience; selects the most appropriate web and programming tools to achieve desired results; finds the most effective solutions to solve programming and other technical problems related to website design and web marketing; aligns web initiatives with marketing goals and objectives.

**RELATIONSHIPS**

Supervisory
No direct reports.

Primary Working Relationships

**Internal Connections** - liaises with staff in various VPR departments and University Communications to gather information to create/improve website design and determine goals and objectives for the VPR websites.

**External Connections** – works with vendors for required equipment and liaises with agencies to help with the design/conceptualization of VPR websites.

**QUALIFICATIONS**

Bachelor’s degree in web development, graphic design, marketing or related field, and four years of related experience in designing and developing interactive websites, developing software using PHP, or an equivalent combination of education, training and experience.

- Excellent knowledge of current web design standards, trends and techniques, and user experience best practices.
- Excellent knowledge of graphics and design applications (e.g., Adobe Creative Suite applications including Dreamweaver, InDesign, Photoshop, and Illustrator).
- Excellent knowledge of content management systems, content management frameworks, open-source web application framework and web servers.
- Excellent knowledge of a variety of operating systems (e.g., OS X, Unix, Linux and Windows).
- Excellent knowledge of cross-browser, cross-platform and multi-device issues.
- Excellent knowledge of Google Analytics or other similar web analytics program.
- Good knowledge of jQuery and JavaScript.
- Good knowledge of standard IT systems, databases, and email applications (e.g., DataRequest, Matlab, SFU Researcher Database, SFU Connect, or equivalent) and requirements for their integration with websites.
- Proficient in the development of web system architecture.
- Proficient in the use of MS Office.
- Excellent analytical reasoning, problem-solving, and organizational skills.
- Excellent interpersonal, communication (verbal, written, and presentation) and conflict resolution skills.
- Excellent project coordination skills, including communicating project statuses, and completing deliverables.
- Ability to work on multiple projects simultaneously, meet project deadlines, and pursue projects from conception to completion.
- Ability to work successfully in a fast-paced, deadline-driven environment.
- Ability to design a web framework and integrate system components.
- Ability to use video editing applications (e.g., Final Cut Pro, etc.).