The Website Strategist works with departments and faculties across SFU to create Faculty and Departmental websites using a standards-based, user-centred approach to web design. The website strategist oversees testing and launch of the site, client training, and acts as a subject-matter expert for website design, development and maintenance. Coordinates the work of team members to build websites using branded templates and applies best practices and strategies for web writing, usability and SFU brand standards.

The Website Strategist builds websites based on the specifications outlined in the faculty and departmental content strategy and SFU’s Common Look and Feel (CLF) template within SFU’s Content Management System (CMS).

Working closely with the Communications and Marketing team, IT and faculties and departments across SFU, the website strategist conceptualizes, designs, and develops user-centred websites within SFU’s CMS using branded templates and components.

Manages and prioritizes multiple projects within given deadlines; works on multiple projects simultaneously and coordinates the resources necessary to get the project to completion.

Recommends and applies the latest website usability, accessibility and content trends to enhance the experience of website users and SFU’s digital presence.

Recommends, selects, edits and optimizes photos and other graphics for the web. Provides consultation on best practices for web design and content (including writing and graphics) by coordinating with copywriters and graphic designers; designs images, icons, banners, audio enhancements. Ensures all website content meets SFU’s brand standards and editorial guidelines.

Edits and optimizes copy for web and mobile. Proofreads content and applies best practices for web writing and University editorial standards.

Oversees the testing and launch of websites with IT and client to deliver error-free website user experiences.

Assists with basic organic Search Engine Optimization (SEO) of websites by recommending and implementing appropriate website changes (i.e. page properties, titles, headings, key words).

Implements analytics, sets up accounts and dashboards in Google Analytics and trains clients so they can monitor and measure the performance of their site against their site objectives.
Ensures compliance with copyright, trademark, privacy, and other laws by following creative asset usage regulations and securing permissions to use creative assets in websites and web marketing materials.

Guides third-party vendors and suppliers in delivery of various website and digital marketing products and services.

Keeps current with changing digital trends, technologies, applications, and digital marketing opportunities. Recommends the marketing team on the latest digital marketing trends and technologies; recommends adoption of relevant innovative website design and digital marketing ideas.

Acts as a subject-matter expert for SFU website design, development and maintenance and leads faculty, departments and Communications and Marketing staff in website projects by setting goals, scheduling, prioritizing and allocating work for temporary and continuing staff, supervising project implementation, and evaluating effectiveness of web development.

Provides one-on-one and group training, consultation, and advice to CMS contributors/authors on the CLF template. Supports and trains faculty and departments on how to manage and sustain their website and the content strategy.

D. DECISION MAKING

i) Give some typical examples of the most important decisions the incumbent is expected to make in carrying out the duties and responsibilities of the position. To what extent can the incumbent rely on established policies or advice from others in making these decisions?

Makes decisions regarding the most appropriate website structure to communicate content; determines ways to increase user friendliness of websites and enhance user experience; selects the most appropriate web and programming tools to achieve desired results; aligns web initiatives with marketing goals and objectives.

Makes recommendations concerning allocation of staff resources and is responsible for liaising with third-party vendors and independent contractors, supervising temporary staff, and coordinating with other SFU departments on IT-related matters.

ii) Give some examples of the types of decisions the incumbent would refer to his/her supervisor.

Prioritizing simultaneous projects; resource allocation, web content.

E. SUPERVISION EXERCISED

Number of continuing employees reporting directly to the position: 0

Total number of continuing employees for whom the position has direct responsibility: 0

F. SUPERVISION RECEIVED

This position works under general direction for projects and priorities. The incumbent is expected to manage the day-to-day workload in order to achieve objectives. Work is reviewed for effective results, satisfied clients, and ability to work collaboratively to develop and execute web marketing strategies and tactics.

G. UNUSUAL WORKING CONDITIONS

While the Burnaby campus is the main worksite, some work may be performed at other SFU campuses or other locations. Some evening or weekend work may be required.

H. ENTRANCE QUALIFICATIONS

Bachelor’s degree in Interactive Arts or Communications and three years of related experience in creating creative, user-friendly, mobile-responsive, online community-focused, interactive websites, web analytics, or an equivalent combination
of education, training and experience.
Experience with project management platforms (Asana, Basecamp, JIRA, etc.)
Experience managing and developing enterprise websites for a large organization
Excellent knowledge of user-centred design, current web design standards, trends and techniques.
Excellent knowledge of Content Management Systems (e.g., Adobe Experience Manager) and design applications (e.g., Photoshop, Sketch, Illustrator)
Excellent knowledge of front-end web development (i.e., HTML and CSS)
Knowledge of cross-browser, cross-platform and multi-device issues (i.e. optimizing text, graphics limitations)
Excellent knowledge of Google Analytics and standard Search Engine Optimization (SEO) practices
Excellent interpersonal and conflict-resolution skills
Excellent analytical reasoning, problem-solving, and organizational skills
Excellent communication (oral, written, and presentation) skills.
Excellent training and facilitation skills
Excellent project management skills, including leading projects, communicating project statuses, and completing deliverables
Ability to work on multiple projects simultaneously and meet project deadlines
Strong attention to detail.