TITLE OF POSITION/RANK: User Experience Specialist

DEPARTMENT: Development and University Relations
Lincoln Center

POSITION SUMMARY:
Fordham University Marketing and Communications seeks to hire a talented product manager with development skills to serve as our User Experience Specialist. This position is part of the Online Communications team and reports to the Senior Director of Online Communications. Our team is responsible for all aspects of the University’s primary web presence (www.fordham.edu) and many of the most visible sites within the fordham.edu domain, as well as other forms of online communications such as email marketing.

We are also responsible for establishing and enforcing online brand standards throughout the University’s digital properties. In addition, we serve as consultants for the university community regarding best practices in information architecture, user journeys, SEO, design, accessibility, online communications, and content management.

The User Experience Specialist will have an eye for design and the ability to create a seamless user experience for the entire Fordham community. Helping to ensure Fordham’s unique character, brand, reputation, and community are presented in all of our digital efforts clearly and vibrantly.

RESPONSIBILITIES:

- Meet with clients throughout the University to determine their audiences' needs. Concept, design, and build CMS templates and reusable content widgets using HTML, CSS, and Javascript, to meet needs, while ensuring they align with our overall marketing efforts.
- Apply design thinking and human-centered design principles to our digital communications to further enhance the University’s strategic enrollment and fundraising efforts.
- Deliver high quality tested code that follows engineering best practices.
- Participate as a primary stakeholder in planning the product roadmap and managing priorities to align with the University’s strategic plan.
- Work with University Information Technology and outside vendors to resolve technical issues and improve site/system performance.
- Maintain the accessibility of Fordham’s digital properties and champion accessibility to the wider University community.
- Develop and maintain cross-client responsive email templates.
- Oversee data integrations between digital communications properties and other relevant systems.
- Troubleshoot and resolve potential bugs and inefficiencies.
- Direct and supervise the work of student workers as necessary.
- Communicate and train other team members on web and email functionalities.
- Additional duties as needed.
QUALIFICATIONS:
- 4+ years of professional experience writing semantic HTML5 and modern SCSS for responsive applications
- Bachelor's degree in a related field preferred or equivalent experience
- Empathy with the many different types of users who interact with our site
- An eye for design
- Familiarity with code libraries
- Deep understanding of cross-browser and cross-email-client compatibility issues and ways to work around them
- Proficient in Adobe Photoshop
- Proficiency with ADA compliance
- Solid understanding of vanilla Javascript as well as modern frameworks like React
- Experience developing within and extending CMS frameworks
- Experience with user testing and user-centered design
- Experience with SEO
- Familiarity with RESTful API integration
- Familiarity with modern build tools and version control
- Strong communication skills, both written and oral, and the ability to convey technical concepts to stakeholders and other non-technical staff
- Willingness to learn and champion Fordham’s Jesuit and Catholic mission and identity

SALARY: Commensurate with experience

FLSA CATEGORY: Exempt

START DATE: ASAP

SEND LETTER, RESUME, AND AT LEAST ONE SAMPLE OF AN EFFECTIVE PROJECT DELIVERED IN THE PAST TO: Amanda Gibson ahickey@fordham.edu

Fordham University is committed to excellence through diversity and welcomes candidates of all backgrounds. Fordham is an Equal Opportunity Employer –Veterans/Disabled and other protected categories.