ADMINISTRATIVE POSITION ANNOUNCEMENT

TITLE OF POSITION/RANK: Digital Media/Web Content Specialist

DEPARTMENT: Office of Student Financial Services

RESPONSIBILITIES:

• Reports to the Bursar & Senior Associate Director/Technology Manager of Student Financial Services.
• Manages the development of all digital marketing materials including and not limited to mass emails, websites and social media for Student Financial Services.
• Manages the web development team.
• Creates and maintains robust online applications.
• Drafts preliminary language for all Student Financial Service web content and development.
• Updates site by updating content and graphics; monitoring performance and results; identifying and evaluating improvement options; introducing new technology; maintaining links.
• Maintains site appearance by developing and enforcing content and display standards.
• Creates and posts timely content on Student Financial Services websites.
• Manages internal communications and content for the internet/intranet sites.
• Develops and launches electronic communications to various student populations.
• Maintain analytics on all incoming and outgoing communications.
• Analyzes large amounts of data using advanced excel functions including but not limited to pivot charts and macros.
• Researches and analyzes market trends to learn what motivates our target audiences, then uses these insights to inform our writing and creation of an information architecture.
• Identifies data trends for effectively communicating with our constituents as well as web interactions.
• Identify appropriate and most effective vehicle to reach specific markets/populations.
• Develops and enhances communication-related performance metrics to measure effectiveness, progress, and business impact.
• Provide updates to Enrollment Group staff on all electronic communications disseminated by Student Financial Services.
• Assists managers in defining our communication requirements, messages, and content.
• Participates in professional development workshops.
• Works at Fordham University’s two other campuses and some evening weekend hours as required.
• Completes special assignments as required.

QUALIFICATIONS:

• A Bachelor’s degree required. Must possess:
  o excellent interpersonal, administrative, management, and oral presentation skills.
  o advanced knowledge of Microsoft Word and Excel and other word processing software.
  o thorough knowledge of standard writing practices.
  o the ability to convey complex subject matter clearly and accurately.
  o proven time management and problem-solving skills.
  o a commitment to quality customer service.
• Three plus years experience in Jadu web development software, Photoshop, Google Analytics, and social media analytics strongly preferred.

SALARY: Commensurate with Experience

START DATE: As soon as possible
Submit letter and resume to: Francoisline Joy Freeman
ffreeman@fordham.edu

Fordham University is committed to excellence through diversity and welcomes candidates of all backgrounds.
Fordham is an Equal Opportunity Employer.