



**Job Title: Marketing Curator – Web Administrator**

**Classification: Salaried (exempt)**

**Summary/Objective**

College of Saint Mary, located in the heart of Omaha's Aksarben Village area, is seeking a Marketing Curator – Web Administrator. This position will play a key role at the center of collaboration within a growing marketing team. The ideal candidate will be highly motivated and detail-oriented with a team-first attitude. This individual must have: an understanding of website growth strategies and tactics; the ability to partner with members of the campus community to create and place compelling visual and written content; and capacity to leverage existing content across multiple distribution channels. Serving as the organization's webmaster, who is responsible for the functionality and content of the university's external and internal websites, this position requires the ability to identify audiences and strategically cultivate content appropriate for each audience across various channels. Communication channels employed will include websites, email campaigns, digital newsletters, and display networks, while remaining tightly integrated with social media feeds.

**Essential Functions**

- Adapt existing content and deploy it across various marketing channels, applying appropriate techniques to maximize effectiveness with each audience
- Provide strategic leadership for the university's web platforms to increase traffic, improve visibility, and enhance function
- Leverage email marketing to connect stories and build audience
- Align multiple external vendors to ensure continuity of service while enhancing insights and analysis that can be derived from user behavior
- Collaborate with members of the community to create new content that is engaging and could be leveraged across multiple channels
- Develop and implement continuous improvement strategies for the university's web information
- Engage with member of the campus community to identify the best paths for communication of desired messages

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Knowledge, Skills and Abilities**

- High-energy team player who is eager to help teammates succeed, create something new and awesome, and collaborate to deliver superior results
- Individual with a passion for technology and marketing that wants to grow in their role, enhance their skills, and become a key player in a fast-paced team environment where

multiple deadlines and competing priorities mean no two days (or hours) are necessarily the same

- Understanding of current and emerging best practices in website implementation
- Motivated, self-driven learner who can identify opportunities for improvement, develop ideas to improve outcomes, and take action with limited supervision
- Experience in and/or demonstrated aptitude and desire to gain proficiency in Drupal
- Experience in and/or aptitude and desire to gain proficiency in Sharepoint
- Ability to review website traffic patterns and adapt layouts, content, and mapping to optimize user experience and increase lead generation
- Ability to tie multiple distribution channels together to drive growth in all lanes

### **Initiative, Judgement, and Job Complexity:**

With responsibility for representing the university's brand, this position must demonstrate sound judgement and handle tasks with both speed and discretion.

This position will propose and advocate for new ideas within the team and be a creative partner in meeting the needs of clients both independently and as part of a team.

### **Required Education and Experience**

Bachelor's Degree (Communications, English, Marketing, Web Design, or related degree preferred)

Experience in Marketing

Experience in website management

Basic Photoshop & InDesign skills

Demonstrated understanding of branding best practices

### **Preferred Education and Experience**

Experience in Drupal and SharePoint strongly preferred

Experience in website design

Working knowledge of Google Analytics

Experience in email marketing

### **Application:**

Please apply using the following link. Please have a resume, cover letter and contact information for three professional references, including a minimum of one supervisor ready to upload during the application process.

### **[Marketing Curator – Web Administrator Application](#)**

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