

Sam Houston State University Human Resources

Staff Classification Description – Director of Digital & Analytics

Skill Category: Executive/Administrative

Position (Employee) Class: 1M170 (E1)

Grade: NC

Date: 08/2023

Department: Division of Integrated Marketing and Communications

Educational & Experience Requirement: Bachelor's degree in Marketing or a related field. Five years of work experience with internet and traditional advertising/marketing techniques or related experience. A combination of education, experience, and training that would produce the required knowledge and abilities could be considered.

Nature & Purpose of Position: Management of SHSU's digital marketing and analytics, including external websites, digital advertising, social media, email. Leading a team of professional staff to support university goals in these areas.

Supervision Given & Received: Direct supervision to assigned support staff and/or student employees. Receives minimum supervision from the Chief Marketing Officer.

Primary Responsibilities: Responsible for developing, managing, and executing effective digital communications strategies. As the most senior leader for all digital channels and touchpoints for SHSU's three campuses the Director of Digital and Analytics provides leadership, vision, and strategy for websites, e-communications, digital properties, and digital experiences to ensure alignment with and support of the university's mission, vision, values, brand, reputation and strategic goals. Brings a deep understanding of new and emerging digital technologies and best practices; web design, development, and management; analytics; email marketing; content strategy; SEO (Search Engine Optimization) and SEM (Search Engine Marketing); as well as a working knowledge of contemporary content management systems, project management, web analytics, and social media strategy. Works collaboratively with marketing and communications colleagues to reach target audiences and drive organic and paid traffic to the university's online touchpoints. Establishes metrics and interprets and communicates research and data effectively to garner cross-divisional participation and support. Advises and counsels senior-level colleagues on results-oriented, user-focused digital marketing and communications strategy and execution. Drawing on sound strategic thinking, develops and executes a strategic plan for campus digital communications, including SEO and SEM. Identifies key performance indicators and tracks them across the entire customer journey and for each channel; continually reports results to senior leadership and makes improvements to meet goals. Sets the digital vision and works with the team to investigate, recommend, and implement new enhancements that can increase revenue and improve SHSU's overall digital user experience. Encourages connectivity and collaboration within the team and across the university to create an optimal digital user experience; coordinates closely with fellow members of the marketing and communications leadership team to support ongoing integration of overall strategy, messaging, and brand experience. Proactively discovers areas of improvement and recommends thoughtful solutions to leadership. Conceptualizes and implements strong search campaigns to support marketing and communications plans. Comes prepared to defend recommendations and decisions with insightful thinking that draws from experience, deep analysis of metrics, and input from colleagues. Fosters an entrepreneurial, positive, and professional environment; drives innovation through discovery and fosters excitement and collaboration. Stewards a positive and productive partnership with SEI, the university's information technology team. Demonstrates—and models for team members—excellent interpersonal communication and presentation skills to build, cultivate and maintain partnerships throughout the university community. Approaches each stakeholder as a valued customer to promote effective, quality, service-oriented exchanges with both internal and external partners. Stays up to date with industry news and best practices to maintain a deep understanding of the current digital marketing landscape, the university's constituencies, and emerging trends. Coaches and mentors direct reports, helping them to develop relevant skill sets and create plans to grow professionally; sets clear performance expectations and goals for direct reports; supports them in achieving their goals and holds them accountable for performance. Manages third-party, web, and social media-related vendors, including contracting through the RFP, RFQ, or RFI process, managing performance standards and timelines, and cultivating and growing relationships. Participates in crisis management training and protocol and is enlisted in drills and for campus emergencies. Helps maintain the university brand/image by reviewing and approving new sites/content, including third-party vendor sites. Creates and enforces web and social media policies and procedures to ensure best practices are followed in university branding, web and social media content and style, accessibility, and web governance. Performs other related duties as assigned.

Other Specifications: Work closely with academic departments and university administrative units to achieve advancement and enrollment objectives. The ability to work collaboratively with faculty in different disciplines is required. Must be effective in interpersonal, speaking and written communication skills. Must be effective in computer and related

technology skills. Involved with important contacts such as but not necessarily limited to administration, Deans, Vice Presidents, Faculty, Committees, Texas Higher Education Coordinating Board, State, Regional and National agencies and organizations. This position may be designated as a Campus Security Authority (CSA).

This is a classification description with the complete list of job duties being maintained at the departmental level. Other job duties necessary for the effective operation of the University are expected to be performed. Any qualifications to be considered as equivalents in lieu of stated minimums require the prior approval of Human Resources.

Sam Houston State University is an at will employer and drug free/smoke free workplace. All positions at Sam Houston State University are considered security sensitive requiring background checks in accordance with education code 51.215, and drug testing as required by D.O.T. for safety sensitive positions. The pay grade range is inclusive of social security benefit replacement pay.

Sam Houston State University is Committed to Equal Opportunity in Employment and Education.