



Wingate University Position Description

Position Title: Digital Content Manager, Marketing and Events

Founded in 1896, Wingate University is a laboratory of difference-making that serves more than 3,600 students in North Carolina. Wingate offers 36 undergraduate majors as well as six Master's and four doctoral programs. The University is home to the Cannon College of Arts and Sciences; the Levine College of Health Sciences; the Byrum School of Business; and the College of Professional Studies, which includes the Thayer School of Education and the School of Sport Sciences. The University's motto is "Faith, Knowledge, Service." Learn more at www.wingate.edu.

FLSA Classification: Exempt

Job Summary:

The primary responsibility of the Digital Content Manager is to develop and oversee a web presence architecture and online marketing strategy. This provides a clear roadmap that guides all relevant digital channels and tactics (i.e. websites, content marketing, networking on social media, search and social advertising, SEO, marketing automation, apps, media/blogger outreach, etc.) into one actionable plan. Equally important in this role is to ensure the ADA accessibility requirement for Wingate University's website.

Primary Duties and Responsibilities:

- Develops, directs, and implements the university's digital marketing and communications strategy, including university website strategy, content governance, content inventory and ensures the website meets all federal ADA requirements for accessibility.
- Maintains and reviews regularly content on web properties.
- Ensures all existing and new content is on-brand, consistent in terms of style, quality, tone of voice, and when necessary, optimized for search and user experience for all channels of content including online, social media, email, video and print.
- Advises internal clients on information architecture and best practices.
- Works with content creators across the university and individual staff to design tailored website communications solutions.
- Complies with and enforces ADA and WCAG web accessibility standards and website best practices.

- May develop web analytics reports to identify improvement opportunities.
- Leads efforts to ensure the Wingate University website is accessible and functional from all devices and meets the ever changing needs of prospective and current students.
- Develops and executes a long-term digital marketing communication strategy.
- Provides writing and editorial support for, and monitoring of, the university's online written and video-based communications as well as other digital communication efforts as needed.
- Tracks online traffic to identify trends in site usage, and regularly reviews Wingate's webpages to ensure best-practice search engine optimization.
- Manages website resources files and back-end functionality.
- Other duties as assigned.

Minimum Requirements:

Bachelor's degree from an accredited institution with a minimum of 3 to 5 years of experience in marketing communications, website management or related work with some supervisory experience.

Knowledge, skills and abilities:

- Ability to define web architecture detailing what sites and social accents are needed and/or will be maintained.
- Ability to conduct web access audits to map Wingate University's web presence and assess the effectiveness of each asset.
- Knowledge of mobile marketing trends and regularly shares recommendations on tactics and strategies.
- Strong knowledge of SEO, SEM, Google Analytics, Google AdWords and social platforms.
- Strong knowledge of website design, html, search and social advertising, URL architecting, and programmatic advertising.
- Highly creative with experience devising effective digital assets, digital campaigns and web presence.
- Understanding best practices in storytelling through digital media.
- Self-starter with excellent organizational skills with proven track record in project management and ability to manage multiple projects simultaneously.
- Outstanding written, verbal and communication skills and ability to demonstrate leadership.
- Strong analytical skills

Please send a letter of interest, resume, and contact information of three professional references to careers@wingate.edu.

EQUAL OPPORTUNITY EMPLOYER: Wingate University abides by all federal and state laws prohibiting employment discrimination solely on the basis of a person's race, color, creed, national origin, religion, age (over 40), sex, marital status or physical handicap, except where a reasonable, bona fide occupational qualification exists. Wingate University is committed to the provisions of the Americans with Disabilities Act. Wingate University expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status.