

JOB DESCRIPTION:	Director - Web Strategy & Development		
DEPARTMENT:	Web Development		
REPORT TO:	AVP/Director of Marketing & Communications		
EEO CLASSIFICATION:	First/Mid-Level Officers & Managers	FLSA STATUS:	Exempt
CUPA HR CLASSIFICATION:	461150	DATE APPROVED:	17-JUN-2025
		DATE MODIFIED:	NEW

SUMMARY: In collaboration with the creative and technical teams, reports to the Assistant Vice President of Marketing and Communications, and oversees the web development team. Provides system-wide leadership in planning, optimizing, and directing the design, functionality, and security of the University's digital presence to include all related institutional websites, marketing landing pages and systems related to the University's Customer Relationship Management system. Responsibilities include managing, overseeing, implementing, hosting, maintaining, and advancing the lifecycle of the University web presence and underlying technologies, as well as maintaining engaging and dynamic web experiences for various user populations and target markets. The Director of Web Strategy and Development assures the Web Strategy and Development department offers guidance and training to content editors and collaborates with various units and groups to audit website performance, provide guidance and consulting services as needed.

DUTIES:

1. Ensures that Web Strategy and Development supports the web-related communication needs of the University by preparing long- and short-range goals and objectives; establishing priorities to meet goals and objectives; managing personnel, budgetary, and technology resources for effective web services; encouraging input to Web Strategy and Development; advising and consulting with departments and divisions about web issues and concerns; and evaluating the unit's performance and progress toward accomplishment of goals and objectives.
2. Performs code reviews and provide feedback on all internal and external code to ensure technical quality, product quality, and efficient use of resources. Provides system analysis, design, programming, testing, documentation, and support for web services and assets.
3. Build, manages and maintains the back-end server, website infrastructure and other digital assets. Identifies, evaluates, and implements new technology beneficial to the digital goals of the university.
4. Communicates with other personnel regarding technical requirements of website and/or upcoming projects or events related to the website. Consults with employees from various offices and divisions to coordinate internet activities and explain website opportunities and limitations.
5. Works with the creative team to provide strategic digital direction for the creation and implementation of digital brand experiences for targeted audiences. Works with University divisions and departments to identify needs and implement student/faculty/staff facing solutions, web services and digital products. Works with the Admissions office to oversee and manage automated enrollment & marketing systems, including the design of custom campaigns, digital collateral, emails.
6. Conceptualizes the overall design and usability for external and internal web sites in-line with institutional standards and accessibility best practices.
7. Assists in the design of custom emails and marketing digital assets, including but not limited to display ad campaigns for social media and search networks. Takes a hands-on development approach to creating new web pages, websites, web products, with selected technologies.

8. Provides support and training for employees and students that are involved in web pages management. Ensure the development team is effectively engaged and that products in development match resources available.
9. Provides a broad range of administrative and supervisory functions. Supervises assigned staff in accordance with WNMU personnel practices including recruitment, training, performance evaluation, guidance, etc.
10. Ensures fiscal responsibility and accountability through coordination and preparation of the annual budget, authorizing the expenditure of Web Strategy and Development funds, and maintaining overall budget control.
11. Maintains comprehensive communication among all contacts (internal and external). Models professional standards and ethics in accordance with WNMU philosophy.
12. Performs other duties as assigned.

REQUIREMENTS:

1. **Education /Background:** Bachelor's degree in computer technology, computer science, or closely related technical field preferred or minimum 4 years of relevant experience working within web development. Supervisory experience required. Bilingual (Spanish) preferred.
2. **Job Knowledge:** Knowledge and experience implementing and programing with CSS, HTML, JavaScript, Popular CSS Preprocessors, and WordPress CMS. Knowledge and experience with web servers' architecture implementation, configuration and management, and website accessibility. Skill in establishing and maintaining effective working relationships with a creative team. Ability to handle multiple deadlines and have an eye for detail. Sensitivity to cultural differences within the University and community, with a commitment to fostering a collaborative and inclusive university environment.
3. **Working Conditions/Physical Demands** (With or Without Accommodations): – Normal office, may travel some within the community when needed. May be required to transport normal office equipment and materials. Ability to comprehend and work with a variety of information from various sources. Able to clearly communicate with a diverse population of individuals. Ability to compose correspondence and reports and remain in a sedentary position for prolonged periods of time. May be required to work additional hours or days depending on circumstances.
4. **Other requirements:**
 - a. Requires a valid driver's license.

This job description is not an exhaustive list of all responsibilities, skills, duties, requirements, effort, and/or working conditions associated with the position. Management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change. In addition, this job description is not intended to create a contract of employment between the employee and Western New Mexico University, nor shall it be regarded as a promise to provide specific terms or conditions of employment.

I have read, understand and accept a copy of this job description.

Employee Signature

Date

Employee Name (Printed)