

Digital Communications Manager
University of California, Riverside

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Posted Oct. 5, 2020, set to expire Feb. 3, 2021

Job Title	Digital Communications Manager
Department	School of Business, Strategic Initiatives & Marketing Unit
Institution	University of California, Riverside Riverside, California
Date Posted	Oct. 5, 2020
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Classified Staff
Academic Field(s)	Communications/Public Relations
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Job Description

The Digital Communications Manager will plan, create, edit, update and manage web structure and design, create graphics and interactive assets; develop and populate email templates and applications; and manage social media sites utilizing HTML, CSS, design software and the content management system. Must gather data from the website, email and social media and analyze to make recommendations to improve effectiveness. Must be able to effectively communicate visual ideas and designs that result in a positive user experience. This position will work collaboratively with business school colleagues, UCR information technology professionals and external partners.

Produces design and layout for a variety of web applications, as well as information architecture. Create and manage website updates including new microsites, content (images, video, other graphics) and other enhancements within the CMS. Understands SEO/SEM and optimizes the website architecture and its content. Stays current on best practices for web design and user experience. Uses

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Adobe Creative Suite (InDesign, Photoshop, etc), animation software, HTML and other tools to develop creative assets for the web. Accountable for ensuring technical accuracy and understand ability of web content. Uses tools (Site Improve and Google Analytics) to maintain and update accuracy and freshness of content. Must gather data from the website, email and social media and analyze to make recommendations to improve effectiveness. Must be able to effectively communicate visual ideas and designs that result in a positive user experience.

Designs and manages email templates; loads content (images/text) for communications with stakeholders. Gathers and analyzes data from email campaigns. Manages creative assets and design for all digital mediums (web, email, social media). Assists with photography and videography for school marketing projects. Provides design assistance to internal clients using Adobe Creative Suite programs and/or Canva.

Meets and consults with clients on a variety of digital communications projects including moderately complex assignments; develops, presents, and recommends web content, site architecture and visual material.

Accountable for ensuring technical accuracy and understandability of web content.

Maintains currency with emerging and state-of-the-art technical and other web-related equipment, requirements and developments (for example, accessibility issues) and recommends and as directed, takes action to ensure compliance.

The incumbent develops procedures for performance of a variety of duties; or performs complex duties within established policy guidelines.

For a detailed position description, required qualifications, and to apply for this position, please visit the UCR Human Resources website at [\[url=http://jobs.ucr.edu\]http://jobs.ucr.edu](http://jobs.ucr.edu).

UCR is an Equal Opportunity and Affirmative Action Employer with a strong institutional commitment to the achievement of excellence and diversity among its faculty and staff.

Bachelor's degree in related area and/or equivalent experience/training.
4 - 7 years of related experience.



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Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact Ana Kafie
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Unit
University of California, Riverside

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