

Website Communications Manager Tufts University

Direct Link: <https://www.AcademicKeys.com/r?job=251662>

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Posted Jan. 15, 2025, set to expire Dec. 31, 2025

Job Title	Website Communications Manager
Department	School of Dental Medicine
Institution	Tufts University Medford, Massachusetts
Date Posted	Jan. 15, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Information Technology Communications/Public Relations
Job Website	https://jobs.tufts.edu/jobs/21294?lang=en-us&iis=Job+Board&iisn=AcademicKeys
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Job Description	

Overview

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Tufts University School of Dental Medicine (TUSDM), one of the largest dental schools in the country, is growing its communication and marketing team to execute the school's strategic plan and vision as a global leader in oral health and training our future dentists. The department is responsible for promoting the school's reputation and mission as well as sharing the stories of the school and its students, faculty, staff, administration, donors, and alumni. The team oversees branding, marketing, website, social media, and communications, in collaboration with faculty, student admissions, practice managers, advancement and other stakeholders. The team maintains internal and external channels and develops content for use across the university, as well as for use in marketing the school to external audiences.

What You'll Do

The Website Communications Manager will oversee TUSDM's digital strategy by managing website performance and user experience; and creating content that aligns with the school's mission and priorities, including global reputation, student recruitment, patient acquisition, and fundraising. The Website Communications Manager will regularly convene with leadership, faculty and staff and work in conjunction with social media and university staff to achieve goals. The successful candidate will have strong technical and creative skills, as well as a good understanding of digital content best practices, agility with content management systems platforms such as Drupal, and knowledge of Search Engine Optimization strategies and performance analytics. They will ensure websites are up-to-date, engaging, and user-friendly. They will be adept with reputational management systems, ie, Google Business Profile, to optimize the school's online reputation. This is a hybrid position requiring at least 2 days onsite in the office on Kneeland Street of Boston, with flexibility to accommodate scheduling needs for occasional in-person events and meetings.

- Manages the development of website/digital strategies by partnering with faculty, staff, and students to build a positive user experience, seamless navigation, and optimized and engaging content that adheres to TUSDM's brand standards, editorial guidelines, digital accessibility policy, and cybersecurity procedures. They will develop, manage, and maintain websites, content, and other web-based initiatives, working in the website CMS directly to update and create new pages. They will also provide technical support to other content authors at TUSDM.
- Performs regular audits of the website to ensure overall performance, SEO, updated content, and accessibility, with particular focus on priority areas.
- Develops and oversees content on digital systems and tools that integrate into the website, e.g. calendars, directories, profiles, social media, email marketing and news. Partners with TUSDM, leadership, stakeholders and University Communications and Marketing (UCM) to achieve goals.

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- Collaborates with Tufts Technology Services to maintain current website standards and best-practices; with UCM and admissions offices to optimize lead generation and conversion strategies; and with clinical departments to achieve a patient-centered journey in support of marketing strategies.
- Manages hiring, evaluation and oversight of outside vendors and consultants. Exercises independent judgement in web governance duties, such as approving new content, organization, navigation, and advising stakeholder.
- Manages projects and timelines to keep efforts on track and within budget. Hires, trains and oversees professional and support staff, students and temporary workers.

What We're Looking For

Basic Requirements:

- Knowledge and skills as typically acquired through Bachelor's Degree
- 7-10 years of work experience in a professional environment
- 7-10 years of digital marketing experience, preferably with a healthcare or retail organization.
- Strong writing and editing skills
- Experience with HTML, CSS, and Javascript
- Strong foundation in the fundamentals and current best practices of SEO
- Strong time and project management skills
- Strong interpersonal and customer service skills
- Ability to work as part of a team (onsite and remotely)
- Ability to manage multiple strategies and client groups
- Working knowledge of website user experience principles
- Experience working with content management systems
- Experience managing analytics and reporting software
- Strong interpersonal and communication skills, with the ability to work enthusiastically and professionally with students, faculty, and staff

Preferred Qualifications:

- Degree or certificate in web development, design or computer science
- SQL fluency
- Higher education experience.
- Experience with Drupal website management system.
- Graphic design and image editing experience

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Pay Range

Minimum \$85,650.00, Midpoint \$107,150.00, Maximum \$128,600.00

Salary is based on related experience, expertise, and internal equity; generally, new hires can expect pay between the minimum and midpoint of the range.

Contact Information

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

Contact

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