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Web & Digital Manager

2020-7326

2 months ago

US-NY-New York **Department** Public Affairs **School/Division** Stern School of Business (SB1071) **Compensation Grade** Band 53 **Union** N/A
FT/PT Full-Time **Category** Technology

Position Summary

NYU's prestigious Stern School of Business has a challenging opportunity available for a Web & Digital Manager. The selected candidate will manage the Stern the website and a broad range of digital initiatives in support of Stern marketing efforts. The Web & Digital Manager will oversee the development of web-related projects through the complete life-cycle including scoping, planning, design, development, implementation, post-implementation analysis, and close. The selected candidate will increase visibility of the Stern school among prospective students, alumni, business community members and other audiences by leveraging multiple digital channels, including website, video, podcasts, and social media platforms. S/he will ensure end user satisfaction with the website and oversee all engagement with analytics tools in an effort to drive prospective students to the Stern website.

Qualifications

A Bachelor's degree and 3 years related experience or an equivalent combination of education and experience is desired. Must include experience developing and managing enterprise-level website and digital content. The selected candidate should have familiarity with Google Analytics as well as the ability to analyze data from technical sources and create reports. Excellent communication, analytical, problem solving and project management skills are essential. Also essential is knowledge of a variety of current and emerging technologies, including: proficiency in front-end web development (HTML, CSS, Javascript); experience with Drupal as well as responsive and accessible design principles; and a strong understanding of SEO and other best web practices. Ability to work cross functionally with Information Technology, business units and digital agencies is required. The selected candidate will also be a strong relationship builder with goals of promoting improved work processes and knowledge sharing.

Additional Information

New York University Stern School of Business, located in the heart of Greenwich Village and deeply connected with the City for which it is named, is one of the nation's premier management education schools and research centers. NYU Stern offers a broad portfolio of transformational programs at the graduate, undergraduate and executive levels, all of them enriched by the dynamism and deep resources of one of the world's business capitals. NYU Stern is a community that fosters inclusion, belonging, diversity and equity, and inspires its members to embrace change in a globally changing world. We offer a collegial and supportive culture, an excellent benefits package, which includes NYU tuition reimbursement, generous vacation, health, and retirement plans. For more information about working at NYU and to apply for this position online (2020-7326) please visit our web site at: <http://www.nyu.edu/about/careers-at-nyu.html>. In your cover letter, please indicate where you learned about this opportunity. We accept online applications only.

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