

# HILBERTCOLLEGE

## OPEN POSITION ANNOUNCEMENT

March 25, 2021

**JOB TITLE:** Director of Digital & Web Insights

**REPORTS TO:** Executive Director of Marketing and Communications

**DEPARTMENT:** Marketing & Communications

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**Job Summary:** The Director of Digital & Web Insights is a key member of the Marketing and Communications Department at Hilbert College. The director will provide a leadership role for inbound marketing, digital data analysis, and web content governance. Responsible for design and implementation of web governance plan. Provide ownership for all Hilbert web properties, Hilbert.edu and Hilbert.edu sub-domains. Provide insights for externally-hosted web properties, hilberthawks.com and giving.hilbert.edu. Liaison for web vendors, including development needs and back-end support. Coordinate, manage, and execute all web-based projects. Lead the development and execution of the marketing and communications department plan and assessment plan. Collaborate with leaders from Admissions, Advancement, and program directors across campus to develop cohesive multi-channel marketing campaigns that increase awareness and improve perception. Manage all inbound web marketing initiatives. SEO, SEM, GTM, UX design, etc. Develop strong and innovative digital marketing strategies to drive traffic. Provide support and leadership for data analysis related to web and CRM integration. Lead and support social media and content marketing plan. Provide appropriate analytical reports to support inbound marketing, UX, SEO, etc. Other tasks as needed.

**Requirements/Qualifications:** Demonstrated ability with inbound web marketing including GTM, SEO, etc. Demonstrated project and team management skills as well as analytical skills. Ability to work independently, as well as part of a team while meeting aggressive goals and deadlines, and managing multiple tasks. Ability to work a wide range of activities, with flexibility in schedule, including some nights and weekends. Knowledge of open source CMS technology, GTM, and other digital platforms. Superior writing and communication skills required; command of various types of computer software. Bachelor's degree from an accredited college; advanced degree preferred. 5-7 years full-time work experience with preference given to marketing, digital UX design, or web communications.

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Interested candidates should submit a cover letter, resume and contact information for three professional references to:

Maura A. Flynn  
Director of Human Resources  
[jobs@hilbert.edu](mailto:jobs@hilbert.edu)

*Hilbert College is an Equal Opportunity Employer and is committed to fostering a diverse community of faculty, staff and students. The College does not discriminate against individuals on the basis of any protected characteristic covered under federal or state law. For more details, see the College's policy at <https://www.hilbert.edu/about/notice-of-non-discrimination>*

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