# Web Marketing Specialist

(Job Number: 86416BR)

<table>
<thead>
<tr>
<th>Campus Location</th>
<th>West</th>
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<tbody>
<tr>
<td>Full-Time/Part-Time</td>
<td>Full-Time</td>
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<tr>
<td>Grant Funded Position</td>
<td>This is not a grant-funded position and is not contingent on future grant funding.</td>
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<tr>
<td>Salary</td>
<td>Depends on experience</td>
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<td>Close Date</td>
<td>January 6, 2023</td>
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### Job Description

Arizona State University’s Mary Lou Fulton Teachers College is looking to hire a web marketing specialist to join a dynamic team that strengthens the college’s engagement with a number of constituencies: prospective students for bachelor’s, master’s and doctoral programs; applicants to those programs; prospective consumers of the college’s professional development offerings; alumni; foundations; and policymakers and influencers involved in the national conversations about education.

The web marketing specialist works with the marketing director and MLFTC web developer on web-related initiatives, conducting project management and overseeing production and publication of content, including graphics, copy and design features such as navigation, forms and other core functions of web sites.

Key partners within the college will include other members of the marketing and communications teams, especially the marketing director, the digital marketing manager and the communications director. Additionally, the web marketing specialist will collaborate closely with web developers, writers and designers. The web marketing specialist will also work with colleagues in university-wide units such as ASU’s university technology office. The ability to operate successfully and with poise in a complex, matrixed organization is essential.

This is an in-office position located at ASU’s **West** campus and will report to the MLFTC marketing director.

### Essential Duties

- Researches, modifies and creates website and web page content
- Reviews content for accuracy and quality of information
- Maintains competitive analysis of other sites and advises on opportunities for further enhancement and development of web pages
- Provides input on how best to translate copy and graphics direction from other media to the website
- Responsible for achieving uniformity of information and graphic standards per specified branding goals
- Troubleshoots potential marketing and web page problems
- Develops required project reports
- Perform other duties as assigned

### Minimum Qualifications

Bachelor’s degree in a related field and five years prior related experience OR, Any equivalent combination of experience and/or education from which comparable knowledge, skills, and abilities have been achieved.
### Desired Qualifications

- Strong knowledge of web-based applications
- Proficiency with Adobe XD, InDesign and other applications
- Proactive in identifying, developing and deploying solutions to improve effectiveness of technology delivered materials/information
- Client-facing communication skills; can present findings and recommendations to non-technical audiences
- Ability to work independently, solve problems, make decisions and clearly explain one’s thinking and rationale
- Ability to thrive in a fast-paced work environment and to pursuit multiple projects simultaneously
- Professionalism and ability to deliver and receive constructive critical feedback
- Discretion and confidentiality when handling or exposed to sensitive information
- Knowledge and skill in web page development, web forms, new web tools and dynamic areas within web pages in compliance with established styles and standards
- Demonstrated proficiency of UI/UX best practices
- Demonstrated proficiency in Drupal or WordPress CMS Platforms
- Knowledge of strategic communications planning and implementation
- Knowledge of the principles and practices of marketing
- Knowledge of publication format and editorial practices
- Skill in writing, editing, and other aspects of publication work
- Skill in effective written and verbal communications
- Ability to work in a collaborative multi-disciplinary team
- Skill in critical thinking and strong attention to detail

### Working Environment

Activities are performed in an environmentally controlled office setting subject to extended periods of sitting, keyboarding, and manipulating a computer mouse; required to stand for varying lengths of time and walk moderate distances to perform work. Frequent bending, reaching, lifting, pushing and pulling up to 25 pounds. Regular activities require ability to quickly change priorities which may include and/or are subject to resolution of conflicts. Ability to clearly communicate verbally, read, write, see and hear to perform essential functions.

### Department Statement

ASU’s Mary Lou Fulton Teachers College creates knowledge, mobilizes people, and takes action to improve education. Nationally recognized as a leader in teacher preparation, leadership development and scholarly research, Mary Lou Fulton Teachers College prepares over 7,600 educators annually. MLFTC faculty create knowledge by drawing from a wide range of academic disciplines to gain insight into important questions about the process of learning, the practice of teaching and the effects of education policy. MLFTC mobilizes people through bachelor's, master's and doctoral degree programs, through non-degree professional development programs and through socially embedded, multilateral community engagement. MLFTC takes action by bringing people and ideas together to increase the capabilities of individual educators and the performance of education systems.

Aligned with ASU’s commitment to justice, equity, diversity and inclusion, MLFTC is committed to advancing systemic equity in our curricula, programming and institutional relationships. The college’s core value of [Principled Innovation](#) connects...
| **ASU Statement** | Arizona State University is a new model for American higher education, an unprecedented combination of academic excellence, entrepreneurial energy and broad access. This New American University is a single, unified institution comprising four differentiated campuses positively impacting the economic, social, cultural and environmental health of the communities it serves. Its research is inspired by real world application blurring the boundaries that traditionally separate academic disciplines. ASU serves more than 80,000 students in metropolitan Phoenix, Arizona, the nation's fifth largest city. ASU champions intellectual and cultural diversity, and welcomes students from all fifty states and more than one hundred nations across the globe. ASU is a tobacco-free university. For details visit [https://wellness.asu.edu/explore-wellness/body/alcohol-and-drugs/tobacco](https://wellness.asu.edu/explore-wellness/body/alcohol-and-drugs/tobacco) Arizona State University is a VEVRAA Federal Contractor and an Equal Opportunity/Affirmative Action Employer. All qualified applicants will be considered without regard to race, color, sex, religion, national origin, disability, protected veteran status, or any other basis protected by law. **Notice of Availability of the ASU Annual Security and Fire Safety Report** In compliance with federal law, ASU prepares an annual report on campus security and fire safety programs and resources. ASU’s Annual Security and Fire Safety Report is available online at [https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf](https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf). You may request a hard copy of the report by contacting the ASU Police Department at 480-965-3456. Relocation Assistance – For information about schools, housing child resources, neighborhoods, hospitals, community events, and taxes, visit [https://cfo.asu.edu/az-resources](https://cfo.asu.edu/az-resources). **Employment Verification** ASU conducts pre-employment screening which may include verification of work history, academic credentials, licenses, and certifications. **Fingerprint Check Statement** This position is considered safety/security sensitive and will include a fingerprint check. Employment is contingent upon successful passing of the fingerprint check. **Instructions to Apply** Application deadline is 3:00PM Arizona time on the date indicated.

Please include all employment information in month/year format (e.g., 6/88 to 8/94), job title, job duties and name of employer for each position.

Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.

ASU does not pay for travel expenses associated with interviews, unless otherwise indicated.

Only electronic applications are accepted for this position. #86416BR