



**Search and UX Specialist
Marketing & Communication/Web Services**

Canisius College is accepting applications for a Search and UX specialist to work at the premier private university in Western New York. The Search and UX Specialist will provide analytical and optimization expertise to Canisius' online presence. This is an exciting opportunity to develop and implement search-based upgrades and UX revisions that complement the college's online presence AND track their effectiveness to prove ROI.

The Search and UX Specialist reports to the Director of Web Services. This is a full-time position.

Responsibilities:

- Ability to manage and measure strategies via Google Analytics to determine effectiveness of SEO, landing pages, emails and identify solutions to increase Web traffic to key areas.
- Execute and track effectiveness of html emails, online ads campaigns.
- Assist with new and on-going Web site development projects to support the college's marketing initiatives.
- Work closely with CMS programmers to test & develop new features.
- Assist with overall day-to-day maintenance of the college Web site including page updates, approval and publishing within the CMS interface.
- Implement and track online communication strategies to increase the college's image, recruitment, retention and revenue.
- Other duties as assigned.

Qualifications:

- Bachelor's degree in marketing, communications or other related field required.
- Experience and knowledge of SEO.
- Experience and knowledge of Google Analytics/web traffic reporting.
- Experience with Moz and Advanced Web Ranking software.
- Google Analytics Certification preferred.
- 2-3 years of web design experience is required.
- Working knowledge of HTML, CSS.
- WordPress familiarity is a plus.
- Familiarity with Photoshop and Illustrator.
- Ability to handle multiple projects at once and prioritize work flow.
- Must be highly organized, detailed and accurate.
- Must possess excellent time management, communication, and interpersonal skills.

Application Information: To apply, please send cover letter, resume, three professional references, and three samples of your best online work (detailing your involvement) to: David Courtney, Director of Web Services at hr.recruiter@canisius.edu (please put Search UX in subject line) or Human Resources, 2001 Main Street, Buffalo, New York 14208. Position will remain open until filled.

Canisius College, a Catholic and Jesuit university, is an independent, co-educational, medium-sized institution of higher education. Minority candidates strongly encouraged to apply. Canisius College is an Affirmative Action/Equal Opportunity Employer.