



U N I V E R S I T Y
OF
T O C C O A F A L L S

Position Title: Director of Web & Digital Strategy

Reports to: Vice President for Enrollment & Marketing

Appointment: Salary, Exempt

POSITION SUMMARY:

The Director of Web & Digital Strategy provides strategic leadership for the University's digital presence by overseeing the planning, management, and continuous optimization of the University's digital ecosystem. This position leads website strategy, user experience, search engine optimization (SEO), AI search optimization, digital advertising, analytics, and digital content initiatives to strengthen the University's online visibility and support enrollment growth, with a particular emphasis on expanding the University's online and graduate digital footprint.

TASKS:

- Provide strategic leadership for the planning, development, management, and continuous improvement of the University's digital ecosystem, with utf.edu serving as its primary platform.
- Develop and maintain a long-term digital roadmap that identifies future improvements to the University's digital ecosystem, prioritizes strategic initiatives, and drives continuous innovation in support of institutional goals.
- Ensure the University's website and digital platforms remain accurate, current, accessible, visually engaging, user-centered, and aligned with institutional branding and strategic priorities.
- Lead the University's search engine optimization (SEO), AI optimization, technical optimization, and overall digital discoverability strategies.
- Develop and implement digital strategies that expand the visibility, recruitment, and enrollment growth of the University's online and graduate programs.
- Oversee website accessibility and compliance with applicable accessibility standards while continually improving the digital experience for all users.
- Manage website architecture, navigation, information structure, page development, and user experience with an emphasis on usability, accessibility, and optimization.
- Plan, manage, and optimize digital advertising campaigns, including paid search (Google Ads), pay-per-click (PPC), display advertising, remarketing, geofencing, and other digital recruitment initiatives.

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- Develop, manage, and optimize digital content including blogs, landing pages, premium resources, lead-generation assets, and other web-based marketing initiatives.
- Coordinate with academic departments and campus offices to ensure University-related websites and digital resources remain accurate, functional, consistent, and aligned with institutional standards and brand guidelines.
- Evaluate, recommend, and implement emerging technologies, AI tools, digital platforms, and industry best practices that improve operational efficiency, digital engagement, and enrollment outcomes.
- Perform other duties as assigned in support of institutional objectives.

SKILLS AND ATTRIBUTES:

The ideal candidate is a spiritually mature Christian in agreement with the University statement of faith and committed to the vision, mission, and values of the University of Toccoa Falls. This candidate should be organized, strategic, collaborative, and eager to learn while demonstrating strong communication skills, initiative, and attention to detail.

EXPERIENCE & EDUCATION:

Bachelors degree required. Degree in Marketing, Communications, Digital Media, Web Development, Information Technology, or a related field preferred. Relevant experience in website management, digital marketing, WordPress, search engine optimization (SEO), analytics, or related digital technologies is preferred.

PHYSICAL REQUIREMENTS:

The ideal candidate must be able to complete all physical requirements of the job with or without a reasonable accommodation.

APPLICATION PROCESS:

The UTF application as well as the list of other required application materials can be found at <http://www.utf.edu/employment/>. Review of applications will begin immediately, and the position will remain open until filled. All application materials must be submitted for a candidate to be considered.

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