Web Marketing Specialist

higheredjobs.com/search/details.cfm

Type: Full-Time
Salary: $68,000 - $75,000 per year
Posted: Today
Application Due: 01/19/2026
Category: Communications, Marketing, and Public Affairs; +1 Web Developer

JOB OPENING ID: 272061

MODES OF WORK
Hybrid

REGULAR/TEMPORARY: Regular

ORGANIZATIONAL GROUP: School Kinesiology

DEPARTMENT: School of Kinesiology

SALARY: $68,000.00 - $75,000.00

How to Apply

Your application package **must** include **all** of the following in order to be considered. Due to system limitations, these must be submitted as a single PDF.

1. A cover letter, not to exceed one page. Please describe your specific interest in the position, and your experience that directly relate to this position.
2. Your resume.
3. **Three** website user experience and/or website content examples that illustrate your skills and range.

Job Summary

We're looking for an experienced website marketing specialist to join the School of Kinesiology's small but award-winning marketing and communications (marcom) team. The work we do is often independent but frequently collaborative and always brand-focused. Your work will focus on the development, maintenance, and accessibility of the school's public website and intranet, and digital asset management.

This position reports to the senior director of marketing and communications and collaborates with the whole marcom team.

Location: Hybrid - Onsite 3 days per week at the Ann Arbor Campus

Link to full job description: Web Marketing Specialist Job Description.pdf
Who We Are

The School of Kinesiology is currently the fourth largest school at the University of Michigan -- a top public research institution in the country. Currently, we have three undergraduate majors, five graduate degree programs, and 35 research labs and centers. We are proud to occupy the fully renovated School of Kinesiology Building, a 221,600 gross square foot space adjacent to the Diag. It is an exciting time to be in the School of Kinesiology; check out our facts and figures here!
Why Work at Michigan?

In addition to a career filled with purpose and opportunity, The University of Michigan offers a comprehensive benefits package to help you stay well, protect yourself and your family and plan for a secure future. Benefits include:

- Generous time off

- A retirement plan that provides two-for-one matching contributions with immediate vesting
- Many choices for comprehensive health insurance
- Life insurance
- Long-term disability coverage
- Flexible spending accounts for healthcare and dependent care expenses

Responsibilities*

Website Development and Maintenance

- Partner with web development contractors to build and maintain the school's refreshed public website, including an AI-powered chatbot.
- Collaborate with marcom and internal stakeholders to keep content current, engaging, and useful to key audiences.
- Monitor and optimize SEO, AEO, and GEO; adjust content, keywords, and site structure as needed.
- Track and analyze GA4 data to guide content and optimization strategies.
- Maintain the digital directory and events page.

Intranet Development and Maintenance

- Partner with web development contractors to plan, build, and maintain the school's refreshed internal intranet.
- Create and maintain a school "standard practice guide" microsite.
- Keep intranet content current, relevant, and easy to find; gather and act on UX feedback.
- Implement and maintain an AI-powered intranet chatbot.

Web Accessibility

- Serve as the school's digital accessibility liaison and participate in campus-wide committees.
- Lead web accessibility initiatives and ensure websites meet U-M accessibility standards.

Digital Asset Management

- Lead transition of photo/video storage to the university's Digital Asset Collaborative (DAC).
- Hire, train, and manage student workers to manage metadata and uploads.
- Maintain the school's DAC, troubleshoot issues, and train faculty/staff on proper use.

Required Qualifications*

- Bachelor's degree, preferably in marketing, communications, design, information (UX research and design), or related field.

- Minimum of 3 years of professional experience creating, managing, and implementing website content strategies.
- Minimum of 3 years of front-end website development, including user experience (UX).
- Proficiency in Drupal and basic HTML/CSS.
- Proficiency in Google Analytics 4 (GA4).
- Proficiency in search engine optimization (SEO) and answer engine optimization (AEO) or generative engine optimization (GEO)
- Demonstrated interest in and experience with artificial intelligence (AI) tools.

Modes of Work

Positions that are eligible for hybrid or mobile/remote work mode are at the discretion of the hiring department. Work agreements are reviewed annually at a minimum and are subject to change at any time, and for any reason, throughout the course of employment. Learn more about the work modes.

Application Deadline

Job openings are posted for a minimum of seven calendar days. The review and selection process may begin as early as the eighth day after posting. This opening may be removed from posting boards and filled anytime after the minimum posting period has ended.

U-M EEO Statement

The University of Michigan is an equal employment opportunity employer.
The University of Michigan is a non-discriminatory/affirmative action employer.

Related Searches:

- Communications, Marketing, and Public Affairs
- Web Developer

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