Brand Experience Web Lead

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Type: Full-Time
Salary: $57,553.70 - $94,998.80 per year
Posted: 2 days ago
Application Due: 02/05/2026
Category: Web Developer; +1 Communications, Marketing, and Public Affairs

Job Description Summary

The Brand Experience Web Lead is responsible for leading the web strategy and user experience of key GW institutional websites, including the main university website www.gwu.edu and properties related to enrollment, research, student affairs, and emergency communications. As a representative of the central Office of Communications and Marketing (OCM), the Brand Experience Web Lead advises and guides unit stakeholders to achieve unit-specific and institutional goals. Responsibilities include:

- **Website Management**
  - Building and maintaining high-traffic, high-visibility institutional websites, either directly or through delegation to other staff, including sites owned by OCM, Enrollment and Student Success, Division for Student Affairs, OVPR, ODECE, Safety and Operations, university leadership, and others.
  - Ensuring a cohesive, quality brand experience across key web properties.
  - Developing content and editorial strategies.
  - Using content management systems, including Drupal or WordPress.
  - Frequently working with and troubleshooting HTML and CSS.
  - When working on websites with third parties, such as external vendors, the Brand Experience Web Lead is responsible for ensuring compliance with GW standards.

- **Strategy**
  - Building cross-functional partnerships to establish and maintain a comprehensive, measurable strategy across related web properties, such as enrollment, research, and student experience.
  - Using web content strategy, search engine optimization, and digital accessibility best practices for site mapping, wireframing, and content development to complete projects.
  - Interpreting web analytics and providing analytic reports using software like Google Analytics and Looker Studio.
  - Determining web content publishing strategy across ancillary systems, including the University Calendar, digital signage, and mobile applications.
  - Ensuring sites are properly configured for digital marketing, including analytics tracking, distribution on social media, and search engine and AI optimization.
  - Working with OCM web, metrics, and design colleagues to measurably improve key user journeys.
- **Quality Assurance**
  - Ensuring website content is up to date, accurate, and free of quality assurance errors such as typos and broken links, establishing and maintaining processes to support this ongoing work.
  - Ensuring websites meet GW brand standards.
  - Monitoring and maintaining compliance with GW's digital accessibility standards.
- **Communication**
  - Demonstrating excellent communication skills, both written and verbal, and the ability to be flexible and creative under pressure.
  - Incorporating GW's brand narrative into deliverables as appropriate.
  - Demonstrating strong relationship management skills, including the ability to navigate complex interpersonal dynamics.
  - Communicating effectively with stakeholders who have a range of technical expertise.
- **Support and Training**
  - Participating in Virtual Office Hours and trainings as needed to support university website owners.
  - Providing regular input on the features and functionality of the GW web platforms, as well as related training needs.
  - Providing support on other OCM projects per request from the manager and/or Division lead as needed.

- **Project Management**
  - Leading complex projects from requirements definition through deployment, managing schedules, scope, and implementation plans.
  - Applying project management software like Basecamp or Trello and project management best practices to ensure successful project completion.
  - Managing and prioritizing day-to-day operational tasks with larger ongoing projects.
- **Leadership**
  - Serving as a subject matter expert, mentor, and leader within the team.
  - Supervising at least one direct report
  - Taking initiative and maximizing resources to deliver on strategic goals.

The Brand Experience Web Lead may also perform other related duties as assigned. The omission of specific duties does not preclude the supervisor from assigning duties that are logically related to the position.

Minimum Qualifications

Qualified candidates will hold a Bachelor's degree in an appropriate area of specialization plus 2 years of relevant professional experience, or, a Master's degree or higher in a relevant area of study. Degree must be conferred by the start date of the position. Degree requirements may be substituted with an equivalent combination of education, training and experience.

Preferred Qualifications

- Experience working in higher education is preferred.
- Familiarity with Drupal 9/10 is desired.
- Familiarity with underlying web fundamentals (such as DNS, SSL, etc.) is a plus.
- Familiarity with WCAG and digital accessibility compliance is preferred.
- Digital marketing and SEO/AIO experience is desired.
- Supervisory experience is a plus.
- Experience with CRM software such as Salesforce or Slate is preferred.

Hiring Range
$57,553.66 - $94,998.76

GW Staff Approach to Pay

How is pay for new employees determined at GW?

Campus Location: Foggy Bottom, Washington, D.C.

College/School/Department: External Relations

Family: Comm, Mktg & Media

Sub-Family: Website Design and Development

Stream: Individual Contributor

Level: Level 2

Hours Per Week: 40

Work Schedule: Monday - Friday with occasional weekends and evenings as needed

Will this job require the employee to work on site?
Yes

Employee Onsite Status
Hybrid

Telework: Yes

Required Background Check
Criminal History Screening, Education/Degree/Certifications Verification, Social Security Number Trace, and Sex Offender Registry Search

Special Instructions to Applicants

Employer will not sponsor for employment Visa status

Internal Applicants Only? No

Posting Number: S014017

Job Open Date: 01/26/2026

Job Close Date: 02/05/2026

Background Screening
Successful Completion of a Background Screening will be required as a condition of hire.

EEO Statement

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