

OKLAHOMA BAPTIST UNIVERSITY

POSITION DESCRIPTION

Title: Web Development Manager

Department: Marketing and Communications

OBU Mission Statement

OBU transforms lives by equipping students to pursue academic excellence, integrate faith with all areas of knowledge, engage a diverse world, and live worthy of the high calling of God in Christ.

Expectations for all Employees

Oklahoma Baptist University achieves its mission through a shared commitment to the following expectations. All employees must embrace these expectations and model them in their behavior.

- *Demonstrate commitment to the essentials of the Christian faith.*
- *Commit to the mission and vision of Oklahoma Baptist University.*
- *Treat people with dignity and respect.*
- *Build relationships on honesty, integrity, and trust.*
- *Strive for excellence through teamwork, leadership, and a strong work ethic.*
- *Manage human and financial resources wisely and efficiently.*

Purpose:

The Web Development Manager is responsible for managing Oklahoma Baptist University's public-facing website and related digital platforms. This position combines full-stack web development capabilities with content management, design implementation, accessibility compliance, and search optimization responsibilities. While technically proficient in both front-end and back-end development, the primary focus of this role is to maintain and enhance the university's web presence as a dynamic marketing and communications tool.

Essential Functions:

- Build and maintain new web templates, landing pages, and functional enhancements within the university's content management system.
- Implement web designs, layouts, and visual elements as provided by the creative team, ensuring responsive design and brand consistency.
- Maintain web accessibility standards (WCAG compliance) and lead continuous improvement of accessibility features.
- Manage web content updates by coordinating with content owners, designers, videographers, and writers to ensure timely and accurate information.
- Oversee back-end development needs, including CMS configuration, plug-ins, custom scripts, and vendor integrations.
- Monitor website KPIs including traffic, page performance, and engagement metrics; provide regular reports to MarCom leadership.
- Implement and maintain SEO best practices across web properties, including structured data, page speed optimization, and metadata management.
- Troubleshoot web-related issues, provide internal support, and coordinate with external development partners when specialized services are needed.
- Serve as the lead technical resource for web-related projects in collaboration with enrollment marketing, advancement, and academic departments.

Qualifications:

- Bachelor's degree

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- 4–6 years of professional experience managing and developing websites, preferably in a marketing or higher education setting.
- Full-stack development experience, including proficiency in HTML, CSS, JavaScript, PHP, and SQL.
- Experience with content management systems such as Cascade CMS, WordPress, Drupal, or Omni CMS.
- Strong understanding of SEO principles, web accessibility standards, and responsive design best practices.
- Familiarity with web analytics platforms like Google Analytics and Google Search Console.
- Ability to balance technical development with marketing-aligned content management and design implementation.
- Strong alignment with the Christian mission and values of Oklahoma Baptist University.

Preferred Qualifications:

- Experience in higher education marketing and communications.
- Working knowledge of web server management and hosting environments.
- Familiarity with project management tools such as Wrike, Asana, or Trello.
- Experience with version control systems.
- Strong interpersonal skills and ability to collaborate with non-technical team members and stakeholders.

Special Requirements:

- Must be a member of a local evangelical* Christian church.
*Evangelical is a broad term referring to a segment within Christianity which maintains the authority of the Bible and the belief in salvation by faith in Jesus alone.

OBU Benefits Summary:

OBU understands that our employees are our most valuable assets when fulfilling our mission. We strive to offer an extensive array of benefits and opportunities for employees to choose from. Full-time employees benefit from the generous OBU provision of premium contributions for nationwide family-friendly Health and Dental coverages along with free life insurance that includes accidental death and dismemberment equal to an employee's base salary. OBU provides access to optional employee-paid ancillary benefits like vision, hospitalization, critical illness, accident, additional employee-paid family life insurance coverages, and education benefits at OBU and other institutions of higher education. There is generous paid time off that includes annual granted vacation time, accrued sick leave, six annual holidays, and week-long breaks for Thanksgiving and Christmas that include energy conservation days. For all employees working at least half-time, there is an employer matching opportunity for retirement investments in a 403(b)(9) plan administered by GuideStone. There are numerous other perks and opportunities for OBU employees including a FREE family membership to the OBU Recreation and Wellness Center or RAWC, Global outreach university mission trips, cafeteria discounts, and parking privileges to name a few. For more information about the current OBU employee benefits and opportunities, please contact the Human Resources staff at HR@okbu.edu.