AUBURN
Human Resources

Sr Mgr, Web & User Experience

Job Description

JOB INFORMATION

Job Code	OC19
Job Description Title	Sr Mgr, Web & User Experience
Pay Grade	MC12
Range Minimum	$71,940
33rd %	$91,120
Range Midpoint	$100,710
67th %	$110,300
Range Maximum	$129,490
Exemption Status	Exempt
Approved Date:	1/23/2026 2:37:18 PM

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Media Services

JOB SUMMARY

This position is responsible for leading the planning, development, and optimization of Auburn University's primary web presence. This position manages the technical development, user experience (UX) strategy, and performance of university-wide websites to ensure they are modern, accessible, user-centered, and aligned with institutional goals. The Senior Manager collaborates with units across campus and supervises staff responsible for web development and UX design.

RESPONSIBILITIES

- Manages and leads the development and implementation of strategies that support the design, functionality, usability, and accessibility of Auburn University's websites.
- Oversees and manages the day-to-day operations of web development, CMS management, and technical site performance for the university’s primary web properties.
- Directs UX activities, including user research, information architecture, wireframing, prototyping, and usability testing to ensure web experiences meet user needs and university standards.
- Partners with the Office of Information Technology, marketing and communications teams, and campus units to ensure consistency, security, and compliance across the website.
- Establishes and maintains digital standards, development workflows, and quality assurance processes to ensure efficient and scalable production.
- Uses analytics, performance data, and user feedback to evaluate digital effectiveness and recommend improvements.
- Provides consultation, training, and guidance to campus communicators and content managers regarding website best practices and accessibility.
- Supervises assigned staff, including developers, UX designers, and/or web project personnel.
- Manages project timelines, priorities, and resources to ensure high-quality delivery of web initiatives.
- Participates in university committees, working groups, and strategic planning efforts related to websites and user experience.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	with no specific discipline. Degree in Digital Media, Computer Science, Information Systems, UX Design, or related field is desired.	and	6 years of	experience in digital development, user experience, web management, and/or related fields.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of web standards and how to remedy web accessibility issues.	
Understanding of graphic design fundamentals.	
A creative problem solver with critical thinking skills and strategic curiosity on how to make websites and web pages better.	
Knowledge and understanding of user-centered design (UCD), mobile-first and responsive design.	
Ability to apply new technologies and strong analytical and troubleshooting skills.	
Familiar with web technology, including HTML, CSS, JavaScript, PHP, FTP, Photoshop and Dreamweaver, and standard UX software.	
Ability to effectively manage multiple concurrent projects; use time management, prioritization skills, and independent judgment.	
Self-motivation with ability to work independently and in a team environment.	
Be passionate about all things design and innovation. Research and showcase knowledge of latest trends and technologies.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting	X					
Climbing		X				
Stooping/ Kneeling/ Crouching			X			

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Reaching			X			
Talking					X	
Hearing					X	
Repetitive Motions					X	
Eye/Hand/Foot Coordination					X	

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise		X			
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Vision Requirements:

Ability to see information in print and/or electronically.

Travel Requirements:

None Required