



**UNIVERSITY OF GUAM
UNIBETSEDÁT GUÅHAN
Board of Regents**

Resolution No. 26-05

**RELATIVE TO UPDATING THE WEBMASTER POSITION TO THE
ASSOCIATE DIRECTOR OF WEB DEVELOPMENT AND STRATEGY**

WHEREAS, the University of Guam (UOG) is the primary U.S. Land Grant and Sea Grant institution accredited by the Western Association of Schools and Colleges Senior College and University Commission serving the post-secondary needs of the people of Guam and the region;

WHEREAS, pursuant to 17 GCA § 16112, the Board of Regents (BOR) Articles of Incorporation, and the BOR Bylaws, the BOR is authorized to adopt rules and regulations governing the selection, compensation, promotion, performance evaluation, disciplinary action and other terms and conditions of employment affecting academic personnel, defined as faculty and administrators;

WHEREAS, the BOR retains authority over Academic Personnel of the University including establishing personnel rules and regulations guiding selection, employment, salary and other compensation;

WHEREAS, the University of Guam's web presence is a mission-critical enterprise system supporting enrollment, student services, institutional communications, and public engagement;

WHEREAS, the scope of web operations has expanded beyond technical maintenance to include digital strategy, user experience, accessibility compliance, analytics, and content governance across the institution and federal accessibility standards, data privacy expectations, and institutional risk considerations require elevated administrative oversight of university web platforms;

WHEREAS, the existing Webmaster classification which was created over 20 years ago in 2005 no longer accurately reflects the scope, leadership responsibilities, or institutional impact of the role;

WHEREAS, the proposed title of Associate Director of Web Development and Strategy more accurately aligns the position with its expanded duties and responsibilities;

WHEREAS, a slight adjustment to the salary pay range is required to account for this updated role; and

WHEREAS, the BOR Academic, Personnel and Tenure committee has reviewed this action and recommends this be sent to the full BOR for approval.

NOW, THEREFORE, BE IT RESOLVED, that the BOR hereby approves the enclosed Associate Director of Web Development and Strategy position description and its appropriate salary benchmark.

Adopted this 19th day of February, 2026.



Mike W. Naholowaa, Acting Chairperson

ATTESTED:



Anita Borja Enriquez, D.B.A., Executive Secretary

UNIVERSITY OF GUAM POSITION DESCRIPTION

Associate Director of Web Development and Strategy

SALARY RANGE: \$65,927.20 to \$98,890.80

Position Narrative

The Associate Director of Web Development and Strategy is a strategic role within the University Marketing & Communications (MarCom) Office. It provides leadership, guidance, and administrative oversight of the University of Guam's web presence — including the institutional website, college and unit sites, and all web applications and front-end web services. This position leads the UOG Web Team in developing, implementing, and maintaining a secure, accessible, and user-centered web presence that supports institutional visibility, enrollment, advancement, and service delivery.

This role balances strategic marketing with user experience and hands-on technical expertise, ensuring that all UOG web platforms are optimized for digital marketing, performance, accessibility, and compliance. The position audits web content for accuracy, quality, and optimization and works with MarCom and communication professionals throughout the University.

The Associate Director also serves as the technical lead for the implementation and maintenance of the university's customer relationship management (CRM) platform under the guidance of the CMCO, **including serving as the CRM administrator to ensure its effective integration with digital marketing, recruitment, advancement, and engagement efforts.**

This position reports directly to the Chief Marketing and Communications Officer. The position works in close collaboration with the Chief Information Officer and the Office of Information Technology to ensure the university's web presence and web applications align with institutional strategy, technical standards, and security requirements. The position may also report to the Chief Information Officer for IT-related projects.

Minimum Qualifications

Education

Bachelor's degree from a U.S. accredited institution or foreign equivalent in Web Development, Software Engineering, Information Technology, Digital Marketing, User Experience, or closely related discipline.

Experience

- Five (5) years of progressively responsible experience in full-stack web development and digital applications, including leadership or supervisory experience.
- Experience translating marketing and communications strategies into digital experiences that drive recruitment, engagement, and reputation outcomes.
- Experience developing and optimizing websites, landing pages, and campaign microsites to support institutional marketing, enrollment, and advancement goals.
- Demonstrated success using analytics tools (e.g., Google Analytics, Tag Manager) to measure and improve web performance and user experience.

T: +1 671.735.2350 F: +1 671.734.6005 W: www.uog.edu

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- Experience serving as a **CRM system administrator**, including user management, data integrity, workflow automation, and integration with web platforms and institutional systems.
- Demonstrated ability to leverage CRM tools (e.g., HubSpot, Salesforce, Slate) for **lead management, email campaigns, and data-driven recruitment strategies**.
- Experience managing complex web ecosystems and CRM integrations in higher education or a comparable environment.
- Proficiency with web content management systems (e.g., WordPress, Drupal, Modern Campus CMS) and familiarity with cloud hosting infrastructure (e.g., AWS, Azure, Google Cloud).
- Knowledge of WCAG 2.2, Section 508, and best practices in accessibility, SEO, and UX optimization.

Preferred Qualifications

- Master's degree in Information Technology, Project Management, Business Administration, Digital Marketing, or related field.
- Certifications in Agile Project Management (Scrum, PMI-ACP), Google Analytics, web development frameworks, digital marketing
- Certification or advanced experience in **CRM administration**, data analytics, or marketing automation platforms.
- Experience collaborating with communications, admissions, and advancement teams to align web content with institutional campaigns.
- Familiarity with SEO/SEM, digital content lifecycle management, and marketing automation systems.
- Expertise in accessibility audits, UX testing, and analytics-driven improvements.

Knowledge, Skills, and Abilities (KSAs)

- Strong leadership and interpersonal skills to guide teams and collaborate across departments.
- Understanding of marketing funnels, content strategy, and audience engagement in higher education.
- Ability to translate brand and messaging strategy into effective web content, UX design, and user flow.
- Expertise in web accessibility, usability, and responsive design best practices.
- Skill in leveraging SEO and analytics to inform decisions and optimize conversion paths.
- Strong understanding of **CRM architecture, data flows, and user permissions** to support system administration and strategic use.
- Ability to translate campaign goals and user journey strategies into **CRM workflows, dashboards, and reporting tools** under the guidance of senior leadership.
- Ability to manage multiple projects and stakeholders, balancing creative, technical, and administrative needs.
- Knowledge of content governance, workflow processes, and web policy implementation.
- Strong analytical, problem-solving, and communication abilities.
- Commitment to fostering a culture of digital excellence aligned with the university's mission and brand.

Duties and Responsibilities

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- Oversee UOG's web and digital strategy to ensure consistency, quality, accessibility, and compliance across all institutional websites, applications, and front-end services.
- Lead the UOG Web Team, fostering collaboration, accountability, and professional growth.
- Partner with Marketing, Enrollment Management, and Advancement to align web content and user journeys with enrollment and engagement goals.
- Oversee planning, architecture, and maintenance of all web platforms, ensuring seamless integration with enterprise systems such as CRM and student information systems.
- Serve as technical lead and primary administrator of the university's CRM platform, overseeing configuration, user access, data quality, and integration with institutional systems under the guidance of the CMCO.
- Partner with MarCom, Enrollment Management, Advancement, and IT to ensure CRM platforms support business processes.
- Develop and maintain CRM dashboards, reports, and analytics to monitor campaign performance and user engagement and train and support campus users in CRM best practices to ensure data consistency, privacy, and compliance.
- Ensure all web content reflects institutional branding, editorial, and accessibility standards.
- Integrate SEO, analytics, and UX insights into site development and continuous optimization.
- Serve as UOG's lead for web accessibility and governance, implementing WCAG 2.2 and Section 508 standards.
- Provide data-driven insights and performance reports to campus leadership.
- Collaborate with IT and other departments to maintain security, scalability, and alignment with institutional priorities.
- Manage operational budgets and resources for web platforms with CMCO/CIO oversight.
- Stay current on emerging trends, technologies, and best practices in higher education web strategy and digital marketing.

Special Working Conditions

- May require occasional after-hours, early morning, or on-call work during upgrades, launches, or system issues.

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UOG Administrator's Salary Scale

Amended by Board of Regents' Resolution 26-05, Feb. 19, 2026

Position Title	CUPA * Position No.	BOR Reference	Quartile 1 80%-90% Range	Quartile 2 90%-100% Range	Quartile 3 100%-110% Range	Quartile 4 110%-120% Range				
Office of the President										
1 President			<i>Salary Negotiated</i>							
2 Chief Marketing and Communications Officer	#1048	03-09, 03-16	\$86,544	\$97,362	\$97,362	\$108,180	\$108,180	\$118,998	\$118,998	\$129,816
3 Director, Auxiliary Services	#3050	03-09, 03-16	\$58,464	\$65,772	\$65,772	\$73,080	\$73,080	\$80,388	\$80,388	\$87,696
4 Associate Director, Web Development and Strategy	#5014	05-28	\$65,927	\$74,168	\$74,168	\$82,409	\$82,409	\$90,650	\$90,650	\$98,891
5 Chief Planning Officer	#1033	03-09, 03-16	\$90,116	\$101,381	\$101,381	\$112,645	\$112,645	\$123,910	\$123,910	\$135,174
6 Chief of Staff and Board Liaison	#1004	20-02	\$90,464	\$101,772	\$101,772	\$113,080	\$113,080	\$124,388	\$124,388	\$135,696
7 Vice President for University Advancement	#8001	03-09, 03-16, 11-01	<i>Salary Negotiated</i>							
8 Director, Global Learning and Engagement	#1208	20-02	\$91,694	\$103,156	\$103,156	\$114,618	\$114,618	\$126,080	\$126,080	\$137,542
9 Associate Director, Global Learning and Engagement	#2010	09-01	\$65,209	\$73,360	\$73,360	\$81,511	\$81,511	\$89,662	\$89,662	\$97,813
10 General Counsel	#1036	03-09	\$122,400	\$137,700	\$137,700	\$153,000	\$153,000	\$168,300	\$168,300	\$183,600
Office of Academic and Student Affairs										
11 Senior Vice President and Provost		03-09, 03-16	<i>Salary Negotiated</i>							
12 Dean, College of Liberal Arts and Social Sciences	#1204	03-09, 03-16	\$109,102	\$122,739	\$122,739	\$136,377	\$136,377	\$150,015	\$150,015	\$163,652
13 Associate Dean, CLASS	#1404	06-06	\$82,763	\$93,109	\$93,109	\$103,454	\$103,454	\$113,799	\$113,799	\$124,145
14 Dean, College of Natural and Applied Sciences	(#1201+1236)/2	03-09, 03-16	\$132,106	\$148,619	\$148,619	\$165,132	\$165,132	\$181,645	\$181,645	\$198,158
15 Associate Dean, Instruction	#1409	06-06	\$107,744	\$121,212	\$121,212	\$134,680	\$134,680	\$148,148	\$148,148	\$161,616
16 Associate Director, Western Pacific Tropical Research Center	#1409	10-01	\$107,744	\$121,212	\$121,212	\$134,680	\$134,680	\$148,148	\$148,148	\$161,616
17 Associate Director, Cooperative Extension Service	#1409	10-01	\$107,744	\$121,212	\$121,212	\$134,680	\$134,680	\$148,148	\$148,148	\$161,616
18 Dean, Enrollment Management and Student Success	#1043	14-29	\$100,000	\$112,500	\$112,500	\$125,000	\$125,000	\$137,500	\$137,500	\$150,000
19 Associate Dean, EMSS and Registrar	(#1044+1045)/2	15-32	\$75,767	\$85,238	\$85,238	\$94,709	\$94,709	\$104,180	\$104,180	\$113,651
20 Athletics and Field House Director [Director, Athletics and Field House, Athletics Director]	#6001	14-19	\$62,351	\$70,145	\$70,145	\$77,939	\$77,939	\$85,733	\$85,733	\$93,527
21 Director, Financial Aid and Triton One Stop	#2082	03-09, 03-16	\$61,346	\$69,014	\$69,014	\$76,682	\$76,682	\$84,350	\$84,350	\$92,018
22 Director, Residence Halls	#7076	15-16	\$67,418	\$64,595	\$64,595	\$71,772	\$71,772	\$78,949	\$78,949	\$86,126
23 Dean, School of Business and Public Administration	#1206	08-11	\$119,727	\$134,693	\$134,693	\$149,659	\$149,659	\$164,625	\$164,625	\$179,591
24 Dean, School of Education	#1212	08-11	\$108,669	\$122,252	\$122,252	\$135,836	\$135,836	\$149,420	\$149,420	\$163,003
25 Dean, School of Engineering	#1213	16-27	\$124,794	\$140,394	\$140,394	\$155,993	\$155,993	\$171,592	\$171,592	\$187,192
26 Dean, School of Health	#1230	05-34, 14-01	\$115,244	\$129,650	\$129,650	\$144,055	\$144,055	\$158,461	\$158,461	\$172,866
27 Dean, University Libraries	#1226	18-14	\$104,190	\$117,213	\$117,213	\$130,237	\$130,237	\$143,261	\$143,261	\$156,284
28 Director, RFT Micronesian Area Research Center (MARC)	#1409	12-11	\$107,744	\$121,212	\$121,212	\$134,680	\$134,680	\$148,148	\$148,148	\$161,616
29 UOG Press Director and Publisher	#3006*9	21-20	\$75,538	\$84,981	\$84,981	\$94,423	\$94,423	\$103,865	\$103,865	\$113,308
30 Director, Center for Excellence in Dev Disabilities, Education, Research, & Svc (CEDDERS)	#1409	19-05	\$107,744	\$121,212	\$121,212	\$134,680	\$134,680	\$148,148	\$148,148	\$161,616
31 Director, Center for Island Sustainability & Sea Grant	#1409	22-38	\$107,744	\$121,212	\$121,212	\$134,680	\$134,680	\$148,148	\$148,148	\$161,616
32 Director, Marine Laboratory	#1205	22-39	\$107,744	\$121,212	\$121,212	\$134,680	\$134,680	\$148,148	\$148,148	\$161,616
33 Director, Water and Environmental Research Institute (WERI)	#1409	Sept 15, 2022 BOR	\$107,744	\$121,212	\$121,212	\$134,680	\$134,680	\$148,148	\$148,148	\$161,616
34 Vice Provost for Academic Excellence, Graduate Studies, and Online Learning	#2002	07-25, 16-36	\$98,941	\$111,308	\$111,308	\$123,676	\$123,676	\$136,044	\$136,044	\$148,411
35 Director, Center for Online Learning	#2012	09-01	\$82,472	\$92,781	\$92,781	\$103,090	\$103,090	\$113,399	\$113,399	\$123,708
36 Vice Provost for Institutional Effectiveness	#2002	16-36	\$98,941	\$111,308	\$111,308	\$123,676	\$123,676	\$136,044	\$136,044	\$148,411
37 Vice Provost for Research & Sponsored Programs	#8027	16-36	\$109,769	\$123,490	\$123,490	\$137,211	\$137,211	\$150,932	\$150,932	\$164,653
38 Director, Contracts and Grants	#3005	03-09, 03-16, 14-29	\$64,000	\$72,000	\$72,000	\$80,000	\$80,000	\$88,000	\$88,000	\$96,000
Office of Administration and Finance										
39 Vice President, Administration and Finance and Chief Business Officer		14-19	<i>Salary Negotiated</i>							
40 Associate Budget and Administrative Process Officer	#3026	03-09, 03-16, 21-03	\$82,469	\$92,777	\$92,777	\$103,086	\$103,086	\$113,395	\$113,395	\$123,703
41 Chief Human Resources Officer	#1037	03-09, 03-16	\$83,200	\$93,600	\$93,600	\$104,000	\$104,000	\$114,400	\$114,400	\$124,800
42 Director, EEO and Title IX/ADA Coordinator	#4009	16-16	\$72,015	\$81,017	\$81,017	\$90,019	\$90,019	\$99,021	\$99,021	\$108,023
43 Chief Information Officer (benchmarked to CUPA 2013/2014 for effective recruitment)	#1038	15-20	\$99,184	\$111,582	\$111,582	\$123,980	\$123,980	\$136,378	\$136,378	\$148,776
44 Comptroller	#1040	03-09, 03-16	\$82,072	\$92,331	\$92,331	\$102,590	\$102,590	\$112,849	\$112,849	\$123,108
45 Associate Comptroller / Bursar	#3027	10-30	\$60,011	\$67,513	\$67,513	\$75,014	\$75,014	\$82,515	\$82,515	\$90,017
46 Director, Facilities Management and Services	#1039	03-09, 03-16	\$83,360	\$93,780	\$93,780	\$104,200	\$104,200	\$114,620	\$114,620	\$125,040
47 Capital Projects Manager (benchmarked to CUPA 2013/2014 for effective recruitment)	#121000	18-26, 21-03, 22-16	\$92,358	\$103,903	\$103,903	\$115,448	\$115,448	\$126,993	\$126,993	\$138,538
48 Risk Officer [Internal Auditor]	#1050	16-07, 20-16	\$76,287	\$85,823	\$85,823	\$95,359	\$95,359	\$104,895	\$104,895	\$114,431

Scale managed by UOG Human Resources Office.

Originating Resolution for many positions 03-09 (confirmation or establishment) and 03-16, and 15-20 for this salary framework.

* CUPA 2008-2009, unless otherwise stated.