Saint Michael's College
Job Description

Job Title: Web Content Strategist

Department: Marketing & Communications

Supervisor or Manager: Director Marketing & Communications

Date Created: 8/11/15 Last Revised: FLSA Status: Exempt

Our Mission: It is the mission of Saint Michael’s College to contribute through higher education to the enhancement of the human person and to the advancement of human culture in the light of the Catholic faith.

Major Objectives of the Position:

Ensure that the website’s content is relevant, compelling and conveys the College’s brand to its varied and important audiences. As part of the Marketing and Communications team, the web content strategist will contribute to achieving enrollment and advancement goals, as well as enhancing the image and awareness of Saint Michael’s College within and beyond its current market.

Essential Duties and Responsibilities:

- Write, edit and manage content for the College’s website(s) and occasionally other platforms as needed, ensuring that the content communicates the College’s brand, meets goals and objectives, and delivers an exceptional user experience on standard browsers as well as mobile devices
- Collaborate with departments and constituents who originate content to ensure it is consistent with the College’s marketing, and is timely and relevant
- Help develop, communicate and maintain web policies and ensure brand standards
- Manage the communications calendar for the website to ensure that messages, digital media and images are aligned with the strategic communications efforts
- Ensure the website is optimized for search engines
- Use analytics to inform strategies and optimize the performance of the website
- Help manage the College’s presence and image on important third party websites
- Work closely with IT counterpart(s) to ensure the site’s performance, stability, usability and supporting technology is up to standards
- Work closely with marketing team to integrate content with digital media
- Oversee Google Analytics set up, tracking and reporting

Secondary Responsibilities:

- Help manage external vendors that support the website
- Oversee a distributed network of content providers on campus to ensure consistency and timeliness of content and any changes
- Provide training on CMS to distributed network of internal users
- Educate and inform campus on website developments through occasional presentations or demonstrations on best practices
- Perform, oversee or contribute to periodic research such as, evaluations of competitor and aspirant schools’ websites, usability testing, AB testing, and focus groups on user experience

Positions Supervised:

- None

Position’s Major Contacts:

Position will work with communications liaisons in a number of different College departments, including:

- Marketing and Communications Staff
- IT
- Admissions
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- Institutional Advancement  
- Academic departments  
- Athletics  
- Campus Community  
- External vendors

**Demonstrates Excellence in this Position:**
- Experience writing compelling content for the web that captures the essence of the institution’s brand and weaves in important and relevant established messaging  
- Able to quickly and accurately edit content from a variety of contributors, focusing on most relevant aspects  
- Leverages Google Analytics to make informed and strategic decisions and recommendations  
- Uses SEO techniques to ensure site is highly ranked  
- Adept at performing online research to understand trends in higher education websites  
- Able to plan and manage projects, meet deadlines and collaborate effectively with internal and external constituents

**Education and Work Experience:**
- Bachelor's degree in communications or other relevant field  
- Five or more years of experience writing and editing content for the web as part of a marketing or communications team  
- Proficiency with search engine optimization and Google Analytics  
- HTML experience and basic knowledge is helpful

**Computer/Technology Skills:**

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Other:  
**Dream Weaver**: working knowledge  
**Content Management Systems**: Intermediate (Sitecore specifically, a plus)

**Licenses, Certifications and Other Requirements:**
- NA

**Physical Demands:**
Work is often performed in a typical office environment requiring:
- Sitting in a normal seated position for extended periods of time  
- Reaching by extending hand(s) or arm(s) in any direction  
- Dexterity sufficient to manipulate objects with fingers, for example operating a computer keyboard  
- Communication skills using the spoken word  
- Vision sufficient to see within normal parameters  
- Hearing sufficient to hear within normal range  
- No or very limited physical effort  
- No or very limited exposure to physical risk

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with a disability to perform the essential functions.
Additional Requirements for the Job:
- Working some evenings and weekends during events or during times of particularly heavy work volume may be required.

The above job description in no way states or implies that these duties are the only duties performed by this employee. The incumbent is expected to perform other related duties necessary for the effective operation of the College.