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Developed by: ...LA,JP
Reviewed by: . . .DLJ
Approved by:.....LK
Date:.... 07/16; 08/19

UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Senior Digital Content Strategist
DIVISION: President (Communications and Marketing)
REPORTS TO: Manager, Web Communications
GRADE: 12
SUPERVISES: Support Staff

BASIC FUNCTION:

Create, edit and maintain university website content and other digital communications. Mentor and advise Digital Content Strategists within Communications and Marketing and content producers across the University. Execute a variety of original digital projects compliant with university brand standards and information technology practices. Manage and prioritize requests. Ensure quality and integrity of information released to external and internal audiences in accordance with established university policy.

Work with marketing and online staff to define and create digital deliverables to support the URI online initiative. Deliverables to include visual design and content updates to the website, assets for advertising and social media, and others as assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Collaborate with University Departments and Units in the areas of digital content development and maintenance including: writing for the web, image editing, and multimedia.

Mentor junior staff in all segments of the digital content lifecycle.

Assist Digital Content Strategists in communicating the brand, navigating University policy, and working with cross-departmental stakeholders.

Provide leadership and guidance to web publishers, digital content producers, and other media editors to more effectively meet goals established by Marketing and Communications, Colleges, Departments, and the University.

Help Colleges and Departments establish metrics to measure the efficacy of content solutions including: ROI, content/brand integrity, content accuracy and relevance, and efficiencies gained in content lifecycle improvements.

Study digital usage data to discover trends, strengths and areas of improvement, and to identify opportunities and develop strategies to capitalize on them.

Create an environment for rich user experiences through compelling content-rich digital landscapes, with a focus on usability and accessibility.

Build navigable and intuitive information architectures; implement website structure and nomenclature to create the most impactful presentation of content.

Provide content leadership on interactive projects: from initial concepts to wireframes, briefs, content decks, editorial calendars, style guides, and ongoing content curation.

Adhere to technical, branding, and style standards established by the Communications & Marketing and Information Technology Services Departments; then leverage these standards to advance the University's mission.

Provide editorial standards guidance to University web publishers.

Design workflows for publication and content lifecycle processes that include: content acquisition; content creation; review and approval cycles; localization models; content publishing; content analysis and content optimization and/or content archival.

Define and help Colleges and Departments establish content governance models from stakeholder interviews.

OTHER DUTIES AND RESPONSIBILITIES:

Work with other Units in the University on the creation and maintenance of web content for promotion, recruitment, retention, alumni outreach, fundraising, and general image-building purposes, as well as day-to-day operations of the University.

Maintain a high level of understanding of current developments in the assigned areas of responsibility, and anticipate future needs.

Perform other duties as required.

LICENSES, TOOLS, AND EQUIPMENT:

Personal computers (Macintosh experience preferred), and software, including: word processing, web development, photo/video editing, content management systems, and others as needed. WCAG and HTML5.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor's degree; Minimum of five years' experience in Web writing and interactive content development; Demonstrated visual design experience; Demonstrated experience with HTML5 and Web Content Accessibility Guidelines (WCAG); Demonstrated knowledge of mobile-first and responsive design principles; Minimum of five years' experience in information architecture and user experience; Demonstrated ability to work with diverse groups/populations; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communications skills; Demonstrated experience in training; Demonstrated experience in customer service; Demonstrated experience in evaluating products; Demonstrated experience in preparing and presenting reports; Demonstrated experience with social media and web publishing platforms; and, Demonstrated ability to work independently.

PREFERRED: Demonstrated knowledge of industry developments, trends, and practices; Demonstrated experience in professional editing; Demonstrated ability to work in CSS, JavaScript, and/or PHP; Demonstrated professional expertise with Adobe Creative Suite and/or similar applications, including, but not limited to: Photoshop, Dreamweaver, and/or Contribute; Demonstrated experience in multimedia creation, including online video/audio; Demonstrated experience using and/or developing WordPress; and, Demonstrated experience in customer service in higher education.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.