

Class Code:....0328-2017  
Position #: (PSA).....(E)  
Developed by:.....LA, JP  
Reviewed by: . . . . DLJ  
Approved by:.....LK  
Date:..... 07/16;08/17

**UNIVERSITY OF RHODE ISLAND  
Position Description**

**TITLE:** Digital Content Strategist  
**DIVISION:** President (External Relations and Communications)  
**REPORTS TO:** Manager, Web Communications  
**GRADE:** 11  
**SUPERVISES:** Support Staff

**BASIC FUNCTION:**

Create, edit and maintain University website content and other electronic communications. In conjunction with the Web Communications team, 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.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Under the leadership of the Marketing and Communications staff, collaborate with University departments and units in the areas of digital content development and maintenance, including: writing for the web, image editing, and multimedia.

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 departments of Marketing and Communications and Information Technology Services Departments; 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.

**ENVIRONMENTAL CONDITIONS:**

This position is not substantially exposed to adverse environmental conditions.

**QUALIFICATIONS:**

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

**PREFERRED:** Demonstrated knowledge of industry developments, trends, and practices; 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 training experience; Demonstrated customer service

experience (preferably in higher education), Demonstrated product evaluation experience; Demonstrated experience preparing and presenting reports; Demonstrated experience in multimedia creation, including online video/audio; Demonstrated visual design experience; and, Demonstrated experience using and/or developing WordPress.

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