Web Content Specialist – Part-Time
Hourly rate: $25.00

UD’s College of Education and Human Development (CEHD) is seeking a part-time person to redesign and maintain websites for our College and supporting centers. Reporting to the College communications team, this person will be responsible for reimagining the design of our sites within WordPress to better attract our targeted audiences, while integrating UD brand guidelines.

We are looking for someone who is highly adept at both writing and designing for the web, and able to coordinate with a web developer to maximize mobile and accessibility features.

Having a solid knowledge of analytics, will help this person demonstrate the effectiveness of their redesigns.

Responsibilities:
• Work closely with our communications team and website developer to create new design templates that can be integrated across websites for our College, centers, departments and student organizations.
• Develop, manage and maintain the websites, taking into account university brand standards and leveraging the latest technology.
• Meet with representatives from our other centers to develop engaging content and roll out the new designs.
• Keep CEHD website current—updating news posts, Google calendar, contact information and program pages.
• Oversee the maintenance/improvement of search rankings before/after web content changes. Track website usage and implement campaigns for maximum effectiveness of new initiatives and events.
• Remain current on latest SEO and web marketing trends.
• Supporting role with alternative outreach channels, i.e. social media, electronic newsletters, banner ads, video.

Qualifications:
• Bachelor’s degree in visual arts, communications, marketing, English or computer science preferred
• Highly competent in WordPress
• Extensive knowledge of web design, including usability and accessibility practices
• Extensive experience writing and editing for the web
• Knowledgeable of Google Analytics and SEO best practices
• Working knowledge of HTML and CSS is desirable
• Able to work independently
• Enjoys sharing knowledge, helping to guide other departments in their redesign
• Able to edit/resize/colorize images using Photoshop or similar software
• Able to adhere to University Brand Guides as well as policies and procedures governing IT/web efforts.
• Familiarity with marketing/recruitment for a university setting a plus
• Familiarity with developing effective social media and electronic newsletter campaigns a plus

Position
• Approximately 20-29 hours per week, with flexible hours.
• Working remotely may be permitted, but most work must be completed on-site during office hours.
• Position will be report to the CEHD Dean’s office on UD campus.
• Miscellaneous wage position does not provide University benefits.

To apply, please provide resume, cover letter and samples of websites you have designed or updated to Marie Senff at senff@udel.edu.

Employment offers will be conditioned upon successful completion of a criminal background check. The University of Delaware is an Equal Opportunity Employer which encourages applications from Minority Group Members and Women. The University’s notice of Non-Discrimination can be found at www.udel.edu/aboutus/legalnotices.html.