Digital Content Writer

DEADLINE: Open until Filled

CONTEXT OF JOB:

The Digital Content Writer at the University of Delaware Career Services Center (CSC) is dedicated to developing strategies that will continue to elevate the CSC, help attract students, alumni and hiring organizations to our events, as well as, encourage those same audiences to take advantage of our robust services.

Under the general direction of the Assistant Director for Communications and Operations, the Digital Content Writer is responsible for writing relevant web, digital, email, and video content, as well as, creative text for office marketing campaigns. The writer will support major strategic initiatives of the department and help propel initiatives forward through active content generation. The writer will also develop information campaigns across the digital (web, video, social media) and print spectrum.

MAJOR RESPONSIBILITIES:

- Researches, writes, edits and produces a variety of strategic communications projects
- Develops creative text for marketing campaigns to promote CSC events and resources
- Develops video scripts and social media campaigns.
- Develops content for CSC website.
- Participates in growing the CSC’s social media presence.
- Participates in development of CSC’s communications calendar for internal strategic planning.
- Participates in mentoring student interns working on web and social media projects.
- Performs other job-related duties as assigned.

QUALIFICATIONS:

- Bachelor’s degree in English, journalism, communications or related discipline.
- Demonstrated skills in writing for general audiences.
- Advanced technical proficiency in word processing and basic Office software required, technical proficiency in content management systems particularly Adobe Experience Manager and in the Adobe Creative Suite preferred.
- Effective interpersonal skills and an ability to interact with professors, graduate/undergraduate students and fellow staff of all ages and diverse backgrounds.
- Ability to work independently, attention to detail, ability to handle multiple tasks simultaneously.
- Ability to collaborate with colleagues within the CSC, Office of Communications & Marketing and across the University.

20 hrs/week

Please send resumes to Heather Tansley, hcat@udel.edu.
Equal Employment Opportunity

The University of Delaware is an Equal Opportunity Employer which encourages applications from Minority Group Members, Women, Individuals with Disabilities and Veterans. The University's Notice of Non-Discrimination can be found at http://www.udel.edu/aboutus/legalnotices.html