Title: Digital Copywriter

Location: Hybrid

Pay: $22-25 per hour

Hours: 25-30/week

CONTEXT OF THE JOB:

Position Summary:

The University of Delaware’s Alfred Lerner College of Business and Economics is seeking a Digital Copywriter to join our Communications Department. Reporting to the Digital Media Specialist, the Digital Copywriter serves as the liaison between the digital and editorial teams and creates compelling digital content deliverables (web content, email marketing and paid digital ads) for various college initiatives from concept through implementation. The Digital Copywriter will help align the content strategy to drive business value and support an optimal digital experience, keeping user experience in mind. The incumbent will be responsible for writing on deadline, developing and evolving content standards and implementing key messages from the College’s mission statement.

The Digital Copywriter will assist in the review and creation of content using WordPress primarily for lerner.udel.edu, my.lerner.udel.edu, digital and email marketing. This position manages web content audits and editorial revisions with subject matter experts (college faculty, staff, programs, centers and departments), as well as edits and optimizes digital content for SEO and integrate keywords into copy. Incumbent typically works on multiple deadline driven projects of varying complexity at any given time and many applications have high visibility on and off campus. The candidate must be highly professional, organized and detailed. A background and understanding of web usability standards and practices is critical to this position.

Projects range from simple web content edits to assignments requiring drafts of new content per the University of Delaware – Alfred Lerner College of Business and Economics writing style. The writer will also contribute to the web standards and content guidelines ensuring all content updates adhere to established standards.

Major Responsibilities:

- Creates and maintains content documentation for the Lerner College.
- Collaborates with stakeholders, subject matter experts, graphic designers, writers and web developers to ensure content meets College’s needs in a timely and consistent way.
- Ensures that all project content requirements adhere to previously defined rules, frameworks, and standards for the creation, curation, publication and governance of original, licensed, and user-generated content and UD/Lerner Web standards.
- Takes initiative in facilitating problem-solving conversations regarding content issues with diverse stakeholders.
- Manages copy projects through communication team and subject matter experts through to final approval.
Edits and writes copy in the inverted pyramid style with proper and accessible use of headings, links. Ability to adopt different writing styles and voices.

Proofreads and edits, performs independent research as needed.

Other duties as assigned.

Qualifications:

- Degree in marketing, business, communications or professional writing.
- Experience writing scholarly and promotional content for a variety of audiences.
- Strong interpersonal skills; able to work effectively with a range of professionals, including administration, faculty, staff, students and partners.
- Strong familiarity with a variety of digital marketing channels including web, social and email programs, able to repurpose content to optimize distribution. Knowledge of concepts or trends in social media and SEO is a plus.
- Familiarity with web and UX principles.
- Experience with creating accessible content (ARIA/WCAG).
- Familiarity with SEO ranking factors and strategies.
- Experience with WordPress.
- Able to work independently, handle multiple tasks simultaneously and accurately. Effective at setting priorities to meet competing deadlines.
- Experience working within brand standards, policies and procedures preferred.
- Project management skills and ability to manage several projects at once.
- Strong work ethic with the ability to perform job responsibilities under little supervision.
- Focused and motivated individual. Exceptional organizational, analytical, and follow up skills necessary to manage internal client relationships.
- Must be a team player with a positive attitude with the ability to work with a team of creative people.
- Interest and openness to learn new programs and skill sets and willing to use their own time to do research and learn new programs.

Resumes should be sent via email to Jennifer Hendrickson at the following email address: jhendric@udel.edu