Position Title: Writer, Communications

Date Prepared: 07/26/2019

Miscellaneous Wage Employee

Hourly Pay: $23.00

Hours: 20-30/week

Primary Work Location: The Tower at STAR, 7th Floor

CONTEXT OF THE JOB:
A complex and rapidly changing environment that includes faculty and professionals, the College of Health Sciences (CHS) is leading the charge in creating new models for translational research, interprofessional education, and innovative healthcare delivery. The College also plays a leading role on the University’s STAR (Science, Technology, and Advanced Research) Campus within the Health Sciences Complex and the creation of the Tower at STAR, which includes state-of-the-art research facilities which are directly linked to the Speech, Language and Hearing Clinic, Delaware Physical Therapy Clinic and Nurse Managed Health Center. The College serves a vital role in the region and partners with a broad range of regional research and healthcare providers and organizations within State government. Increasingly, the research activities of the College are cross-institutional, cross-disciplinary, translational projects that require sophisticated and often complex inter-institutional coordination.

Under limited supervision of the CHS Communications Manager, the content writer works closely with the Communications Specialist and the CHS Communications Team to develop compelling and engaging content that showcases the College’s research, interdisciplinary, interprofessional education and patient-centered care in order to increase our national and regional reputation, attract students to our graduate programs, showcase our impact on the state of Delaware and beyond, and to engage alumni and donors. Working with the CHS Communications team, the content writer will identify target audiences and create engaging and compelling content for print and digital platforms that encourages readers to take an appropriate action.

MAJOR RESPONSIBILITIES:

● Write and produce stories for various CHS marketing channels, including website, targeted email communication and social media.
● Write and produce the weekly Insider electronic newsletter to CHS faculty and staff.
● Write and produce the monthly electronic newsletter to CHS alumni and community partners.
● Proofread brochures, flyers, and other print materials, ensuring consistency and compliance with University brand standards.
● Assist with the administration and maintenance of the CHS website and social media accounts for the promotion of the College, faculty, students and staff.
• Measure content performance using appropriate tools and techniques.
• Liaise with units across the university to advise and ensure messages align with the goals of UD and maintain UD’s style, tone, voice and branding.
• Report and escalate to Communications Specialist and Communications Manager as needed.
• Other duties as assigned.

QUALIFICATIONS:
• Degree in marketing, business, communications or professional writing.
• 3+ years of 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 a plus.
• 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.

Interested candidates should send resumes to Hilary Douwes, hdouwes@udel.edu