**Position:** Writer, Communications  
**Location:** Hybrid  
**Pay:** $23 per hour  
**Hours:** 20-30/week  

**CONTEXT OF THE JOB:**

The University of Delaware’s Alfred Lerner College of Business and Economics is seeking a writer to join our Communications Department. Reporting to the Communication Specialist II, with limited supervision from the Director of Communications, the writer will develop compelling and engaging content that highlights the Colleges’ research, interdisciplinary academic and experiential centers. This position will assist in increasing our national and regional reputation, attracting students to our academic programs, highlighting our impact on the state of Delaware and beyond, and to engaging alumni and donors.

The writer will work closely with members of Lerner Communications to create content materials and promote Lerner’s faculty research expertise. The position will also assist with maintaining Lerner’s experts list and help update our trade media lists. Working with the Lerner Communications team, the 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:**

- Writes and produces stories for various Lerner marketing channels, including website stories, targeted email newsletters for internal and external audiences.
- Amplifies Lerner mission statement and UD strategic goals in materials.
- Proofreads brochures, flyers, and other print materials, ensuring consistency and compliance with University brand standards.
- Assists with the administration and maintenance of the Lerner and My.Lerner websites and Blue Hen Parent Hub for the promotion of the College, faculty, students and staff.
- Measures content performance using appropriate tools and techniques.
- Liaises 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 Director 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.
● Familiarity with WordPress and MailChimp a plus.
● 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.

Resumes should be sent via email to Dena Hillison at the following email address:
hillison@udel.edu