

Writer

College of Education and Human Development

The College of Education and Human Development (CEHD) at the University of Delaware is committed to making a difference in the lives of children, families and communities around the world.

Under direction of the Director, Communications, the writer supports all aspects of content generation for CEHD across its various audiences (e.g., prospective undergraduate/graduate students, influencers/external community members, alumni, internal stakeholders, etc.), in the form of news articles, web copy, social media content, and copy for email marketing and other marketing collateral, that highlights all units, programs and centers across the college. To do so, the writer works with faculty, staff and students to develop engaging copy and marketing materials that help tell the story and elevate the profile of CEHD

MAJOR RESPONSIBILITIES:

- Develop content for traditional and digital communications and outreach efforts. Deliverables include news articles, web copy, social media content, copy for email marketing and other marketing collateral, etc.
- Solicit faculty and staff input; interview faculty, students, alumni and external/internal community partners; write content; capture/edit still images and create video/audio clips as needed.
- Write, edit and proofread content in style appropriate for intended audiences and with attention for appropriate style guides.
- Create and distribute electronic newsletters via email marketing platform, communicating key messages to internal and external audiences.
- Support event planning and execution via creation/coordination of aforementioned communications.
- Perform miscellaneous job-related duties as assigned.

QUALIFICATIONS:

- Bachelor's degree and three years related experience, or equivalent combination of education experience. Degree in a Communications related discipline preferred.
- Knowledge of communications technologies and production, including but not limited to social media platforms, web content management systems, email marketing products, design, printing, etc.
- Ability to establish cooperative working relationships with internal subject matter experts/internal stakeholders and other campus units.
- Knowledge of proofreading and appropriate style guides.
- Ability to interpret research results and translate findings for non-research/general audiences.
- Effective organizational and interpersonal skills.
- Ability to work in a fast-paced environment and handle multiple projects at a given time, and to meet deadlines in a productive manner.
- Ability to work independently and as part of a team.

- Ability to show initiative and to demonstrate a high degree of confidentiality, discretion and problem solving.
- Working experience with both MS Office software (Word, PowerPoint, Excel) and Google Workspace functionalities (Google Doc, Sheet, etc.)

To apply, please send your resume to Elise Berrocal at enb@udel.edu.