University of Delaware College of Education and Human Development
Content Writer – Part-Time
Hourly rate: $23.00

UD’s College of Education and Human Development (CEHD) is seeking a part-time person to write content for marketing and outreach materials.

Under the general supervision of the communications director for UD’s College of Education and Human Development, the content writer will be responsible for developing messaging that showcases our distinguished scholars, advances the goals of our individual programs or initiatives, increases enrollment of undergraduate and graduate students and attracts families to our children’s programs.

Working with the CEHD Communications team, the content writer will identify target audiences, determine the program advantages and create engaging and compelling content for print and digital platforms.

This person will know how to write and repurpose content for websites, print materials, social media and enewsletters that will attract and engage current and prospective students, scholars, educators, donors and families of young children.

Responsibilities:

- Create effective communications content for programs within the College of Education and Human Development by writing engaging messaging that meets the needs of the targeted audience and drives them to take the desired action.
- Conduct interviews with subject matter experts and translate content into a compelling narrative.
- Create, compose and edit promotional and informational copy for websites, brochures, advertisements, video storyboards, media pitches and presentations.
- Increase the visibility of the college faculty among external audiences of deans, directors, and educational practitioners through writing that translates specialized social science research into narratives or briefs.
- Assist in conducting marketing analysis of new initiatives to determine appropriate messaging and positioning to optimize success of the programs.
- Work cooperatively with designers, web developers, photographers, videographers and content experts to develop communications materials with an eye towards SEO, mobile accessibility and engagement.
- Liaise with units across the university to advise and ensure messages align with goals of UD and maintain UD’s style, tone, voice and branding.
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 in a higher education setting preferred, particularly writing materials for undergraduate and graduate student recruitment.
- Experience working within brand standards, policies and procedures preferred.

Position

- This is a miscellaneous wage position that does not provide University benefits.
- Position is located on the main UD campus in Newark, Delaware.
- Working on-site is expected, with occasional opportunity to work remotely.
- 20-29 hours per week, Monday through Friday.

To apply, please provide resume, cover letter and writing samples (for print, web and social media) to Staci Lewis at stacil@udel.edu.

Employment offers will be conditioned upon successful completion of a criminal background check. The University of Delaware is an Equal Opportunity Employer which encourages applications from Minority Group Members and Women. The University’s notice of Non-Discrimination can be found at www.udel.edu/aboutus/legalnotices.html.