Digital Copywriter – Part-Time (Newark, DE)
Alfred Lerner College Communications Office

A Digital Copywriter position is available for the Communications Office under the Alfred Lerner College of Business and Economics. This is a part-time, non-benefitted miscellaneous wage position (25-28 hours per week), paid hourly located in Newark, DE. The hours are flexible from Monday to Friday. Reporting to the Director of Communications, the Digital Copywriter is responsible for creating web content and content strategy deliverables (content audits, content plans, etc.) across the project life cycle from concept through implementation. The Digital Copywriter will assist in the review and creation of content primarily for lerner.udel.edu, my.lerner.udel.edu and email marketing.

The Digital Copywriter will be responsible for writing on deadline, developing and evolving content standards, and implementing messaging strategies, best practices and processes. This position will help align the content strategy to drive business value and support an optimal digital experience.

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

Responsibilities:
- Create and maintain content documentation for the Lerner College.
- Collaborate with stakeholders, subject matter experts, graphic designers, writers, and Lerner Web Team to ensure content can be developed to meet College’s needs in a timely and consistent way.
- Ensure 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.
- Take initiative in facilitating problem-solving conversations regarding content issues with diverse stakeholders.
- Manage copy projects through communication team and subject matter experts through to final approval.

Specific skills/knowledge:
- Editing and copywriting skills, including the ability to adopt different writing styles and voices
- Familiarity of web and UX principles
- Experience with creating Accessible Content (ARIA/WCAG)
- Familiarity with SEO ranking factors
- Experience with Wordpress
- Web writing: inverted pyramid style, proper and accessible use of headings, links.
- Ability to perform in depth research and quickly pick up that focus’ nomenclature and writing style.
- 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 able 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.

Qualifications:
- Relevant Work Experience
- 2-3 years professional writing experience for the web and email marketing
- Must be detail oriented

Work Environment:
- Frequent use of computer and web programs
- Work remotely or onsite
Contact:
Submit a resume and contact information for three references to Jennifer Hendrickson at jhendric@udel.edu.

Employment offer will be conditioned upon successful completion of a criminal background check. A conviction will not necessarily exclude you from employment.

The University of Delaware is an Equal Opportunity Employer which encourages applications from Minority Group members, Women, Individuals with Disabilities, and Veterans. The University's Notice of Non Discrimination can be found at http://www.udel.edu/aboutus/legalnotices.htm.