

Ball State University
Professional Position Description

Position #: 100256

Department: Univ Marketing & Communications

Dept Code: 141020

Position Title: Content Strategist

Reports To: Director, Interactive Marketing

Contract Type: Professional--Cont Contract (P1)

Revision Dates: 3/2013

Exempt1: Administrative

Exempt2:

Direct Reports: None.

Position Function:

Create compelling brand stories and experiences for interactive content across web, social, mobile, and tablet platforms by using analytics, trends, and research; maintain effective strategies through engaging brand content for interactive platforms through the creation of content plans, and the implementation of these plans through collaboration and training.

Duties/Responsibilities:

1. In collaboration with the Director of Interactive Marketing, execute strategy for content in alignment with university branding.
2. Assess and organize university-wide interactive content for internal and external audiences and web sites.
3. Write and edit compelling content and stories in alignment with university goals and strategies.
4. Develop a site analysis program, ensuring that Ball State web sites are among the most competitive among benchmark schools and in alignment with industry best practices.
5. In collaboration with editorial manager, develop and maintain editorial style guidelines for interactive content.
6. Define the editorial workflow for internal and external client projects.
7. Create taxonomy/nomenclature for interactive environments.
8. Work closely with team on information architecture and inbound marketing strategies.
9. Train others on content strategy best practices.
10. In collaboration with the Director of Marketing and the Director of Interactive Marketing, facilitate collaboration between the marketing and interactive marketing teams on interactive projects.

11. Act as a key member of marketing creative team.
12. Perform other related duties as assigned.

Minimum Qualifications:

Education: Bachelor's degree or higher in marketing, communications, or related field.

Experience: Three years of experience in writing and developing online content and content strategy; experience with search engine optimization strategies; two years of experience with enterprise content management systems.

Other:

Additional Preferred Qualifications:

Education: Master's degree.

Experience: Five years of experience in writing and developing online content strategy; experience in higher education; experience with responsive design.

Other: