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Auto req ID	28952BR
Business Title	Digital Content Strategist
School/Unit	Harvard Medical School
Sub-Unit	-----
Location	USA - MA - Boston
Job Function	Communications
Time Status	Full-time
Department	Office of Communications and External Relations
Salary Grade	056
Union	00 - Non Union, Exempt or Temporary
Duties & Responsibilities	The Digital Content Strategist builds and refines HMS's reputation on the Web via new media and social technologies.

The Digital Content Strategist exercises independent decision-making in developing website content that is impactful and effective in meeting business and user needs. The Digital Content Strategist uses Web metrics like page visits and time on site to improve usability and the customer experience. The Digital Content Strategist leads Web project collaborations with team members in the Office of Communications and External Relations, identifying project goals and communicating on deliverables and deadlines. The Digital Content Strategist uses a Drupal-based CMS to update and maintain pages for the current HMS website.

The Digital Content Strategist will spearhead a major Web initiative for HMS: the Web content migration initiative for its basic and social science Web sites. The objective of this Phase 2 Web project is to build HMS's online reputation as a world leader in biomedical research. The Digital Content Strategist will use his/her independent judgment to develop a strategy for developing and migrating content from the departments' current Web sites to new templates, supervising the project's execution and ensuring that it remains on deadline.

The Digital Content Strategist independently oversees the content dissemination for HMS, including social media channels (over 65,000 Facebook fans and 20,000 Twitter followers). Because visitors post 24/7 to these social media channels - as well as HMS Web site blogs and comment forms - the Digital Content Strategist needs to be available for occasional off-hours work, including nights and weekends.

The Digital Content Strategist spearheads HMS's search engine optimization efforts. This initiative involves tracking branded and organic traffic using Google Analytics, monitoring keyword ranking using WebPosition, and translating these measures into action steps for improving the visibility of HMS Web content in Google search results.

The Digital Content Strategist serves as a point person for HMS web contributors, building relationships with content contributors from across the campus and at the affiliated hospitals, as well as leading trainings and workshops for them.

Finally, the Digital Content Strategist performs other tasks as needed by the Director of Interactive Media.

Basic Qualifications	Bachelor's degree in Business, Communications or related field required. 3+ years of Web, Communications, Project Management or related experience required.
Additional Qualifications	Experienced in social media, SEO, Web project management, Web content strategy and implementation. Knowledge of CSS, HTML5, and other Web development technologies.
Pre-Employment	Identity

Screening

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