



Web Content Strategist

University of Michigan (/employer/university-of-michigan/) -

http://umjobs.org/job_detail/81076/web_content_strategist

(<http://www.freebase.com/view>)

The User Experience (UX) Department at the University of Michigan Library is seeking a Web Content Strategist to support a multi-year initiative to redesign the library's web presence, and to take the lead on developing and managing an overall web content strategy.

Working under the direction of the Head of the UX Department, the Web Content Strategist will collaborate closely with UX, the Communications Department, and the Web Committee, as well as library content creators, and stakeholders. The ideal candidate will have a passion for understanding users, strong creative and problem solving skills, and be invested in improving the library website user experience.

About the UX Department: the UX Department is responsible for the design, user research, and content strategy of the library's primary public interfaces - including multiple websites, access systems, search apps, and mobile interfaces. These interfaces provide access to over 10 million physical and digital resources to more than 2 million users a month. More information about the UX Department may be found at our website: bit.ly/MLibraryUX

This position is a full-time, TWO-YEAR term appointment with the possibility of renewal and may be filled in the Information Technology or Librarian job family.

Responsibilities*

Content Development & Strategy

- Develop and oversee an overall content strategy based on user needs and stakeholder objectives
- Assess and improve current content and content workflows, and develop best practices for creating high-quality and accessible content
- Oversee and curate web content; identify new content needs; and use lean, scalable content development processes to enable the creation of user-centered, compelling content
- Participate in efforts to improve search engine optimization; monitor and assess web traffic; inform website information architecture and design solutions
- Discover and assess current and emerging content strategy techniques, best practices, and user needs

Project Management & Communication

- Manage information, develop project timelines, coordinate with project teams, track project tasks, and create and maintain project documentation
- Train staff on new content standards and best practices

- Assist in the development of priorities and strategies
- Communicate project priorities and goals with project stakeholders, developers, and library-wide staff
- Participate, as needed, on library committees

Required Qualifications*

- Bachelor's degree in a relevant field (e.g., English, communications, information management) and 3 years relevant experience (e.g., managing web content, developing a content strategy, editorial experience) or equivalent combination of experience and education. For optional appointment as a Librarian, an ALA-accredited Master's degree in Library or Information Science, or a relevant advanced degree is required
- Demonstrated knowledge of content strategy methods
- Demonstrated experience writing engaging content for the web and a thorough understanding of effective communication in a digital environment
- Must have ability to assess audience needs and development content to meet needs
- Excellent organizational and project management skills
- Experience communicating with a diverse population to gather feedback, foster discussion, instruct, and document complex issues
- Writing samples will be required as part of interview process

Desired Qualifications*

- 5+ years of experience with web content strategy or creating/writing content for digital media
- Experience with content management systems and web development technologies
- Experience with HTML, CSS, and web accessibility standards
- Experience with Google Analytics and SEO best practices
- Experience coordinating complex projects in a library, web/technology, or design-related environment

Additional Information

Benefits, rank, salary

Appointment is anticipated at the level of Web Designer/Administrator Intermediate or as a librarian. Librarian salary and rank dependent on the candidate's qualifications and experience. Librarian appointments carry with them increased expectations regarding professional development, professional engagement, research, and service, in keeping with the Library's process for Librarian Promotion and Advancement (www.lib.umich.edu/li...pointment-librarians).

Position receives 24 days of vacation a year and 15 days of sick leave a year with provisions for extended benefits as well as opportunities for professional development and travel. TIAA-CREF and Fidelity Investments retirement options available.

Application Deadline

Job openings are posted for a minimum of seven calendar days. This job may be removed from posting boards and filled anytime after the minimum posting period has ended.

U-M EEO/AA Statement

The University of Michigan is an equal opportunity/affirmative action employer.

Job Type:

temporary

Telecommute:

No

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