

THE UNIVERSITY OF WYOMING JOB DESCRIPTION

This is a description of a staff position at the University of Wyoming not a job opening announcement. Look for current job openings at the following link: [UW Human Resources](#).

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

Title: CONTENT STRATEGIST

Reports To: Institutional Marketing

UW Job Code: 4091

UW Job Family: 38 – Computer Professional

SOC Code: 15-1255

FLSA: Exempt

Pay Grade: 24

Date: 10-1-14

JOB PURPOSE:

Responsible for assessing digital marketing content opportunities and recommending content strategies that meet institutional goals and deliver excellent user experience. Conceive written content and utilizes graphics for website, social media and other digital channels. Analyze and document search engine marketing (SEM) efforts and search engine optimization (SEO) performance for organization websites, and evaluate the effectiveness of online marketing campaigns. Collaborate across the university to create strategic opportunities for marketing toward prospective and current students. Create and present measurement reports, including analysis and solutions/strategy.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Contribute to the development and implementation of digital marketing content, promotional strategies, including social media management, search engine optimization and website usability optimization.
- Analyze and optimize digital marketing channels including website and social media; identify, analyze, and interpret data regarding trends and behavior; understand visitor paths, and track conversion rates from site visits, prospects, leads, and customers.
- Research and activate new digital advertising strategies through various online channels using video, search, display and audio ad formats. Measure results for continuous optimization to establish baseline and stretch goal KPIs.
- Ensure the organization is maximizing its online footprint, impact, and social media efforts, utilizing social media analytics, website analytics, data visualization tools, and testing and iteration.
- Review University and departmental websites and social media channels to ensure that they meet the University Style Guide.
- Serve as a consultant to help departments improve the effectiveness of their digital marketing activities. Assist departments with the appropriate content development and keyword optimization.

- Check and correct links throughout the University system; troubleshoot problems with appropriate personnel.

SUPPLEMENTAL FUNCTIONS:

- Perform miscellaneous job-related duties as assigned.
- Attend and participate in training and other professional development activity.
- Participate in performance-related goal setting and achievement to meet personal and organizational goals and objectives.

COMPETENCIES:

- Innovation
- Initiative
- Influence
- Analysis/Problem Identification
- Collaboration
- Technical/Professional Knowledge

MINIMUM QUALIFICATIONS:

Education: **Bachelor's degree in a related field**

Experience: **At least 3 years work-related experience**

Required licensure, certification, registration or other requirements: **None**

KNOWLEDGE, SKILLS, AND ABILITIES:

- Strong oral and written communication skills.
- Excellent organizational skills.
- Excellent interpersonal skills and commitment to customer service.
- High level of problem-solving skills.
- Ability to Work effectively in a culturally diverse environment.
- Ability to interpret system needs and construct system processes.
- Ability to manage and meet deadlines.
- Knowledge of applicable Federal and State laws and regulations.
- Proven ability to continually adapt and learn new procedures and software programs.
- Comprehensive knowledge of current instructional theories and applicable principles.
- Knowledge of Web systems.
- Excellent writing and editing skills.
- Ability to effectively guide and teach others.

WORKING CONDITIONS:

- May be required to work a flexible schedule, including nights, weekends, and holidays.
- May be required to work an on-call schedule.
- Work is normally performed in a typical interior/office work environment.
- No or very limited exposure to physical risk.

- No or very limited physical effort required.

Authorized by Classification/Compensation, Human Resources

Employees may be requested to perform job-related tasks other than those specifically presented in this description. Participating in the University's hazardous waste minimization program is part of the job of each employee who uses (or may come in contact with) hazardous materials. Fair Labor Standards Act (exempt/non-exempt) is designated by position. University of Wyoming actively supports Americans with Disabilities Act and will consider reasonable accommodations.