

Web Content Editor

POSITION: Web Content Editor
SUPERVISOR: Executive Director of Public Relations, Marketing & Communications
DEPARTMENT: Marketing & Communications

GENERAL JOB DESCRIPTION

The Web Content Editor assume primary responsibility in updating the University's public website. The Web Content Editor is responsible for development, updates and maintenance of tiffin.edu. This includes web strategies, content updates, project management, usability, brand standards and assisting with design. The Web Content Editor will also contribute to social media content.

MAJOR DUTIES AND RESPONSIBILITIES

- Responsible for coordinating, facilitating, and prioritizing the placement of content and the enhancement of web components of the public website
- Oversee content posted to the public website as consistent, accurate, and relevant by collaborating with University constituencies and their department content authors
- Create and update content for website
- Work with campus constituents in developing blogs, vlogs and videos
- Monitor, evaluate, report and analyze web analytics/activity for public website, share trend results with corresponding departments
- Interact with graphic designer to create digital and print collateral
- Create content for TU's social media accounts, assisting the social media specialist
- Collaborate with marketing team to ensure consistent messaging and branding across all marketing channels (press releases, social media, publications, etc.), as well as assist with marketing and communications strategies and promotional planning
- Analyze the effectiveness of marketing activities and recommend ways to improve return on investment
- Assist with event coordination tasks when needed
- Other duties as assigned

QUALIFICATIONS/SKILLS/ABILITIES FOR THE JOB

- Ability to perform multitasking functions;
- Knowledge of University policies and procedures;
- Ability to work in a team environment;
- Excellent communication skills both oral and in writing;
- Experience in marketing and communications;
- Ability to work effectively across departments and schools within the University and with externals;
- Technical experience in web design, maintenance, development and content management systems;
- Ability to coordinate and organize requests and prioritize, oversee and facilitate projects and requests;
- Experience and ability with structuring design templates, navigation, images, web graphics, icons, fonts, formatting and layout techniques;
- Ability to lead effective design strategies that align with the University's brand and marketing strategies;
- Experience with online web form creation;
- Experience with Drupal;
- Proficiency in Adobe Creative Suite (e.g. Photoshop, Dreamweaver, Illustrator), MS Office, Google Analytics, JavaScript, CSS, HTML, etc.;

KEY COMPETENCIES

Interdependence: Fosters collaboration

Communication: Strong decision making and communication skills

Accountability: Formulates effective and progressive strategies aligned with University mission and values

Respect: Creates an engaging, collaborative work environment by bringing diverse people and ideas together

Entrepreneurship: Influences and Inspires

PHYSICAL REQUIREMENTS

Ability to sit and stand for long hours.

APPLICATION PROCESS

All qualified and interested candidates should submit cover letter and resume along with a minimum of three references to:

Tiffin University tuemployment@tiffin.edu



We are strongly committed to enhancing equity, inclusion, and diversity. These values are central to our beliefs. Candidates who have worked with a diverse range of faculty, staff, and students and who can contribute to our mission of inclusivity are encouraged to identify their experiences and interests. Tiffin University actively seeks to increase the diversity of its workforce. We are dedicated to providing educational, working and living environments that value the diverse backgrounds of all people.

***NONDISCRIMINATION POLICY:** Tiffin University is committed to a policy of nondiscrimination and equal opportunity for employees, applicant for employment, students or applicant for admission, access to educational opportunities on the basis of race, religion, personal appearance, color, sex, pregnancy, political affiliation, social-economic class, place of business, residence, religion, creed, ethnicity, national origin (including ancestry), citizenship status, physical or mental disability, age, marital status, family responsibilities, sexual orientation, gender identity, gender expression, veteran or military status (including special disabled veteran, Vietnam-era veteran, or recently separated veteran), predisposing genetic characteristics, domestic violence victim status or any other protected category under applicable local, state or federal law, including protections for those opposing discrimination or participating in any resolution process on campus or within the Equal Employment Opportunity Commission or other human rights agencies. All complaints of sexual harassment/misconduct, domestic violence, dating violence, bullying, cyber-bullying, stalking, or discrimination should be reported to Dr. Perry-Fantini, Vice Provost Equity, Access, & Opportunity/Title IX Coordinator.*

Tiffin University is an Equal Opportunity Employer

