### POSITION DESCRIPTION

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| **TITLE** | Strategist Digital Content |
| **POSITION NO.** | 502925 |
| **LOCATION** | Warwick Campus |
| **REPORTS TO** | Assistant Director Continuous Improvement |
| **GRADE** | PSA 11 |
| **WORK SCHEDULE** | Non-Standard: 35 hours per week |
| **SUPERVISION** | Does this position supervise others |
| **LIMITATION (if applicable)** | Subject to renewal after annual review. |
| **REVISION DATE** | October 2024 |

**JOB SUMMARY:**

Create, edit and maintain College digital content and other electronic communications. Execute a variety of original digital projects compliant with College brand standards and information technology practices. Manage and prioritize requests. Ensure quality and integrity of information released to external and internal audiences in accordance with established College policy.

**DUTIES AND RESPONSIBILITIES:**

**Commitment to CCRI's Mission:**
- Demonstrate a commitment to the philosophy and mission of a comprehensive community college with a focus on student success
- Work collaboratively with others in a diverse and inclusive environment

**Digital Content Creation:**
- Collaborate with College departments and units in the areas of digital content development and maintenance, including writing for the web, image editing, and multimedia
- Create an environment for rich user experiences through compelling content-rich digital landscapes with a strong focus on user experience
- Develop content that supports college-wide projects: from initial concepts to wireframes, briefs, content decks, editorial calendars, style guides, and ongoing content curation
- Adhere to technical, branding, and style standards established by the departments of Marketing and Communications and Information Technology Services Departments; leverage these standards to advance the college's mission and strategic plan
- Design workflows for publication and content lifecycle processes that include: content creation; review and approval cycles; content publishing; content analysis and content optimization and/or content archival

**Communication:**
- Design navigable and intuitive information; implement website structure and nomenclature to create the most impactful presentation of content
- Assist in the creation and maintenance of technical and educational documentation that supports a clear understanding of established work procedures, as well as changes to existing business processes
- Assist in the development of informational videos to communicate to a wide variety of constituents

**Departmental Support:**
- Establish documents and files and ensure that they are maintained and updated on an ongoing basis
- Assist in updating reports to be used by management and senior management, such as talking points for legislative hearings

**LICENSES, TOOLS, AND EQUIPMENT:**

**ENVIRONMENTAL CONDITIONS:**
This position is not substantially exposed to adverse environmental conditions.

**REQUIRED QUALIFICATIONS:**
- Bachelor's degree and two years of experience in digital content creation
- Demonstrated experience in web writing and interactive content development
- Demonstrated experience with HTML and Web Content Accessibility Guidelines
- Demonstrated knowledge of mobile-first and responsive design principles
- Demonstrated experience in information architecture and user experience
- Demonstrated proficiency in written communications skills
- Demonstrated strong verbal and interpersonal communication skills
- Demonstrated ability to work independently
- Demonstrated ability to work with diverse groups/populations

**PREFERRED QUALIFICATIONS:**
- Demonstrated ability to work in CSS, JavaScript, and/or PHP
- Demonstrated professional expertise with Adobe Creative Suite and/or similar applications
- Demonstrated experience with web content management systems used by colleges and universities, such as OU Campus
- Demonstrated customer service experience
- Demonstrated experience preparing and presenting reports
- Demonstrated experience in multimedia creation, including online video/audio
- Demonstrated visual design experience

All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.