



UNIVERSITY  
OF  
LOUISIANA  
L a f a y e t t e

# Staff Vacancy

## **Position: Web Content Strategist**

**Responsibility:** The Web Content Strategist writes and advances content for the University's main website and facilitates the development of content for University subsites, effectively developing the voice for all aspects of the University's online presence. He/she maintains editorial writing quality and marketing standards, monitors website text for accuracy, and stewards the University's Web style guidelines.

**This person:**

- Maintains the accuracy, accessibility, and messaging of the UL Lafayette main website.
- Supports the assessment, cataloguing, and organization of website content.
- Assigns and tracks new content development.
- Creates and owns content processes and deliverables while collaborating across University disciplines to produce:
  - Web content that reflects the goals, brand, and purpose of the University on all sites
  - Assessments, audits, content guidelines and approaches specific to the University's brand
  - Research and analysis of target audiences and competitive behavior across digital landscapes
  - Editorial workflow for projects
- Partners with University disciplines to develop individual content strategy requirements and associated deliverables, such as site information architecture.
- Develops SEO and SEM plans and tactics to support on- and off-line campaigns.
- Establishes and analyzes metrics and key performance indicators to determine effectiveness and viability of strategy and tactics.
- Works with copywriters and other stakeholders to manage and implement content updates while adhering to website style guides.
- Negotiates revisions and input from multiple stakeholders and subject matter experts.
- Stewards content type definitions: sitemaps, taxonomies, wireframes.
- Contributes to persona development and executes user case scenarios pre-launch.

**Qualifications:** The successful candidate will have a working knowledge of online content strategy, usability and accessibility principles, SEO approaches, and experience with content management systems and databases. He/she must have an expert-level attention to detail and at least two years of experience writing for the Web or other digital media. This person must be an excellent facilitator and have exceptional skills in persuasive communication. He/she must also have an extensive knowledge of user interface design and usability, especially as it relates to on-screen copy.

Bachelors degree preferably in English, marketing, communications, or equivalent experience; master's a plus.

**Preferred Qualifications:**

- 2+ years experience in Web content development

- Experience with Drupal
- Project and team management experience
- Ability to work independently and present creative ideas
- Fast, flexible, cooperative work style; ability to reprioritize at a moment's notice
- Familiarity with accessibility standards and testing as well as cross-browser testing
- Google certification

Anticipated Start Date: Immediate

Applications: For initial consideration, please submit your cover letter, resume, and samples of Web content development to:

UL Lafayette

Office of Communications and Marketing

Attn: Associate Director of Web Communications

P.O. Box 41009

Lafayette, LA 70504-1009

Or to: [aimee@louisiana.edu](mailto:aimee@louisiana.edu)

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EEO # UA3-13