Web Content Developer

The Lerner College of Business and Economics seeks a part-time marketing communications web content developer to be responsible for writing compelling content for the college website, repurposing existing content and coordinate information from a variety of college departments. The Web Content Developer will work closely with others in a fast-paced, deadline-driven team environment and be well-versed in writing across a variety of media, particularly websites. The successful candidate must forge connections and will help implement and maintain a systematic content review schedule for numerous departmental and office web pages.

CONTEXT OF THE JOB:
Under the direction of the manager of marketing communications, is responsible for writing, editing, developing and maintaining information on the Lerner College Business and Economics (LCBE) website and all LCBE-affiliated websites. This position coordinates with other Lerner Marketing Communications department personnel and Lerner Information Technology personnel and Lerner faculty and staff, as well as various staff members of the University Communications and Public Affairs division to oversee the accuracy and quality of the websites.

EXAMPLES OF ESSENTIAL DUTIES:

• assists with the management and development of LCBE websites to support a number of initiatives including marketing and communications, student recruitment, curriculum, distance education and stakeholder/administrative services, as well as other web-based information provisions

• researches, writes, edits, posts and implements content information for use on LCBE internet and intranet sites

• ensures that College websites are well-designed, effective to use, up to date, have a consistent look and feel, are properly maintained

• coordinates with art director, communications specialist, digital content specialist and others to prepare web pages and templates for use by College departments, programs and administration

• updates information and appropriate links on College websites and keeps current with related resources and search engines

• scans and resizes photographs and other graphic elements to accompany text for websites or in printed publications; posts video and podcasts to the website

• works with the digital content specialist and others to identify ways to improve the accessibility and usability of College sites

• performs other related duties as required.

MINIMUM QUALIFICATIONS:

• Bachelor’s degree and a minimum of 3 years of experience (and/or commensurate experience; working in higher education setting a plus.)
• Experience developing and implementing webpages, particularly those with interactive and multimedia components
• Ability to communicate technical concepts in plain language and collaborate with staff whose expertise lies in other areas
• Working knowledge of HTML, WYSIWYG CMS, as well as multimedia development tools, applications and production processes (WordPress experience a plus.)
• Expertise in standard software such as Microsoft Office and Adobe products and hands-on experience in multi-platform environments
• Ability to maintain branding standards and style standards of both LCBE and the University of Delaware
• Familiarity with web design, development and implementation
• Knowledge of best practices of User Experience (UX), accessibility standards and SEO
• Familiarity with methods and techniques of public relations, news writing, marketing and advertising copy
• Awareness of correct English usage, grammar and spelling, punctuation and vocabulary
• Ability to effectively communicate orally and in writing
• Ability to create and maintain webpages, including those with interactive and multimedia components
• Attention to detail, good organization skills
• Ability to operate computer equipment and other associated equipment, such as a scanner, digital and standard camera and other computer-related equipment
• Understanding of, sensitivity to and respect for the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of LCBE students, faculty, staff and community.

Interested candidates should submit a cover letter, resume, three business references and two writing samples – at least one which is web-based to deborahb@udel.edu.

Employment offers will be conditioned upon successful completion of a criminal background check. A conviction will not necessarily exclude you from employment.

The University of Delaware is an Equal Opportunity Employer which encourages applications from Minority Group Members and Women. The University’s Notice of Non-Discrimination can be found at http://www.udel.edu/aboutus/legalnotices.html