



COMMUNITY COLLEGE
OF RHODE ISLAND

Office of Human Resources

POSITION DESCRIPTION

POSITION:	Digital Content Strategist
LOCATION:	Marketing and Communications
REPORTS TO:	Director of Marketing, Communications and Publications
GRADE:	CCRI PSA 11
WORK SCHEDULE:	Non-standard; 35 hours per week

The Community College of Rhode Island is the state's only public comprehensive associate degree-granting institution. We provide affordable open access to higher education at locations throughout the state. Our primary mission is to offer recent high school graduates and returning adults the opportunity to acquire the knowledge and skills necessary for intellectual, professional and personal growth through an array of academic, career and lifelong learning programs.

We meet the wide-ranging educational needs of our diverse student population, building on our rich tradition of excellence in teaching and our dedication to all students with the ability and motivation to succeed. We set high academic standards necessary for transfer and career success, champion diversity, respond to community needs, and contribute to our state's economic development and the region's workforce.

JOB SUMMARY: Create, edit and maintain content on the college's website and other electronic communications. Working with the Marketing and Communications and Information Technology staffs, ensure that content throughout the website is accurate and compliant with brand standards. Manage and prioritize content requests and serve as the primary point of contact for web content editing and development. Collaborate with Information Technology and other college stakeholders to review, monitor and develop user experience improvements to electronic communications.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Under the leadership of Marketing and Communications, collaborate with college departments and programs in the development and maintenance of written web content, and multimedia.
- Create an environment for rich user experiences through compelling content-rich, digital landscapes with a focus on usability and accessibility.

Knight Campus

- Works with Web Services in strategizing and building navigable and intuitive site architecture that creates the most impactful presentation of content throughout the website
- Provide content leadership on projects such as multimedia on the web, site navigation, editorial calendars, and ongoing content curation for departments and programs.
- Adhere to technical, branding, and style standards established by the Marketing and Communications and Information Technology departments. Leverage these standards to improve web content and advance the college's mission.
- Provide editorial standards guidance to college web publishers and act as primary point of contact for publishable materials.
- Design workflows for publication and content lifecycle processes that include content acquisition, creation, review, approval and optimization.
- Work with other departments on the creation and maintenance of web content for promotion, recruitment, retention, alumni outreach, fundraising, and general image-building purposes as well as day-to-day operations of the college.
- Demonstrate a commitment to the philosophy and mission of a comprehensive community college.
- Work collaboratively with others and provide quality customer service in a diverse and inclusive environment.

MINIMUM QUALIFICATIONS:

- A bachelor's degree with a minimum of two years' experience in professional editing and content development.
- Demonstrated experience in web writing and interactive content creation.
- Demonstrated proficiency in written, oral, and interpersonal communication skills.
- Demonstrated ability to work independently.
- Demonstrated ability to work with diverse groups/populations.

PREFERRED QUALIFICATIONS:

- Demonstrated experience with web content accessibility guidelines and experience in HTML5.
- Demonstrated experience in information architecture and user experience.
- Demonstrated knowledge of mobile-first and responsive design principles.
- Demonstrated knowledge of user experience and web content development in higher education.
- Demonstrated knowledge of higher education developments, trends, and practices.
- Demonstrated professional experience with Adobe Creative Suite and/or similar applications, including, but not limited to: Photoshop, Dreamweaver, and/or After Effects.
- Demonstrated experience in higher education customer service.
- Demonstrated experience in multimedia creation, including online video/audio.
- Demonstrated visual design experience.

LICENSES, TOOLS AND EQUIPMENT:

- Various office equipment which may include computers, telephones, copy machines, etc.

- Must have access to and use of own transportation.

ENVIRONMENTAL CONDITIONS:

- This position is not substantially exposed to adverse environmental conditions.

CCRI is an Equal Opportunity / Affirmative Action Employer.

CCRI recognizes that diversity and inclusivity are essential to creating a dynamic, positive and high-performing educational and work environment and to helping prepare our students for lifelong success. We welcome applicants who can contribute to the College's commitment to excellence created by diversity and inclusivity.

CCRI prohibits discrimination, including harassment and retaliation, on the basis of race, color, national or ethnic origin, gender, gender identity or expression, religion, disability, age, sexual orientation, genetic information, marital status, citizenship status or status as a protected veteran. Inquiries or complaints concerning discrimination shall be referred to the College's Director of Institutional Equity & Title IX Coordinator, Elizabeth Canning, ehcanning@ccri.edu.

The Jeanne Clery Act requires institutions of higher education to disclose campus policy statements and crime statistics. Our annual report is available here:

<http://ccri.edu/campuspolice/pdfs/ANNUAL-SECURITY-REPORT-FINAL.pdf>