



COMMUNITY COLLEGE  
OF RHODE ISLAND

Division of Institutional Equity and Human Resources

POSITION DESCRIPTION

<b>TITLE</b>	Senior Digital Content Strategist
<b>POSITION NO.</b>	502798
<b>LOCATION</b>	Warwick
<b>REPORTS TO</b>	Assistant Director, Continuous Improvement
<b>GRADE/CBA #</b>	CCRISPA 12
<b>WORK SCHEDULE</b>	Non-Standard: 35 hours per week
<b>SUPERVISION</b>	Support staff
<b>LIMITATION (if applicable)</b>	N/A
<b>REVISION DATE</b>	September 2023

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**JOB SUMMARY:**

Create, edit and maintain college website content and other digital communications to support improvement initiatives by developing content that educates and supports members of the community to executing processes with efficiency. Mentor and advise Digital Content Strategists and other content producers across the college. Execute a variety of original digital projects compliant with college branding 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. Work with departments to define and create digital deliverables to support the college's improvement initiatives. Deliverables to include visual design and content updates to department websites, assets and others as assigned.

**DUTIES AND RESPONSIBILITIES:**

- 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.
- Collaborate with college departments in the areas of digital content development and maintenance including:
  - Writing for the web
  - Editing
  - Multimedia
- Mentor junior staff in all segments of the digital content lifecycle.
- Assist Digital Content Strategists in communicating the brand, navigating college policy, and working with cross-departmental stakeholders to create compelling digital content with a strong focus on user experience.
- Provide leadership and guidance to web publishers, digital content producers, and other media editors to more effectively meet goals established by, departments, and the college.
- Help college departments establish metrics to measure the efficacy of content solutions including: ROI, content/brand integrity, content accuracy and relevance, and efficiencies gained in content lifecycle improvements.
- Study digital usage data to discover trends, strengths and areas of improvement, and to identify opportunities and develop strategies to capitalize on them.
- Create an environment for rich user experiences through compelling content-rich digital landscapes, with a focus on usability and accessibility.
- Create and maintain technical and educational documentation that supports clear understanding of established work procedures, as well as changes to existing business processes.
- Build navigable and intuitive information architectures; implement website structure and nomenclature to create the most impactful presentation of content.
- Provide content leadership on interactive 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 Communications & Marketing and Information Technology Services Departments; then leverage these standards to advance the College's mission.

- Define and help college departments establish content governance models that support maintenance of webpages and content that stays up to date with changing business practices.
- Maintain a high level of understanding of current developments in the assigned areas of responsibility, and anticipate future needs.
- Perform other duties as required.

**LICENSES, TOOLS, AND EQUIPMENT:**

Personal computers, and software, including: word processing, web development, photo/video editing, content management systems, and others as needed.

WCAG and HTML5.

**ENVIRONMENTAL CONDITIONS:**

This position is not substantially exposed to adverse environmental conditions.

**REQUIRED QUALIFICATIONS:**

- Bachelor's Degree
- Minimum of five years' experience in Web writing and interactive content development
- Demonstrated visual design experience
- Demonstrated experience with HTML5 and Web Content Accessibility Guidelines (WCAG)
- Demonstrated knowledge of mobile-first and responsive design principles; Minimum of five years' experience in information architecture and user experience
- Demonstrated ability to work with diverse groups/populations
- Demonstrated strong interpersonal and verbal communication skills
- Demonstrated proficiency in written communications skills
- Demonstrated experience in training
- Demonstrated experience in customer service
- Demonstrated experience in evaluating products
- Demonstrated experience in preparing and presenting reports
- Demonstrated experience with social media and web publishing platforms
- Demonstrated ability to work independently

**PREFERRED QUALIFICATIONS:**

- Demonstrated knowledge of industry developments, trends, and practices
- Demonstrated experience in professional editing
- Demonstrated ability to work in CSS, JavaScript, and/or PHP
- Demonstrated professional expertise with Adobe Creative Suite and/or similar applications, including, but not limited to:
  - Photoshop
  - Dreamweaver
  - Contribute
- Demonstrated experience in multimedia creation, including online video/audio
- Demonstrated experience using and/or developing WordPress
- Demonstrated experience in customer service in higher education

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