



**Web Content Specialist (full-time, 35 hours/week)**  
**Office of Marketing and Communications**  
**Position 102040**

**Position Summary:** Reporting to the University Web Content Director, the Web Content Specialist is responsible for creating, editing, and posting content for the University's website, and for helping to keep the homepage and supporting pages up to date with articles and presentations that project a positive image of the University that is consistent with its marketing theme, branding, and design standards. The Web Content Specialist will assist the members of the Web Services team with website quality control and analytic assessment as well as the ongoing implementation of a new website design and the transition of University websites to the Cascade Server content management system.

**Essential Responsibilities Include:** Edit and organize web content. Design and build web pages using flexibly formatted templates. Use analytic assessment and quality control tools provided to monitor website traffic, inform decision making, and identify issues that need to be addressed — training in Google Analytics and SiteImprove tools to be provided. Write content for the website highlighting strategically important themes, including academics, student outcomes, faculty, student life, research, and events all within the context of the University's mission. Collaborate with the Video Production Coordinator and the University Photographer to illustrate articles in creative and visually dynamic ways. Collaborate with the Marketing and Communications Department Specialist who coordinates social media to promote web content and to integrate social media content with web content. Work with the Web Content Director to create effective presentations on the homepage and supporting pages. Develop story ideas and participate in planning meetings with the Web Content Director, the Director of Communications, and writers in the Marketing and Communications Department. Assist Web Content Director with rewriting and repackaging web content to be migrated to the new CMS. Provide support and training as needed for web content contributors across the University, whether they are using the new CMS or the legacy system.

**Minimum Qualifications:** A bachelor's degree with two (2) years of experience working with web content.

**How to apply:** forward application, resume, and cover letter with salary requirements as an attachment to (salary expectations are considered part of application process): [CUARecruitment@cua.edu](mailto:CUARecruitment@cua.edu). Reference position 102040 in subject line of email. Please do not include photos on resumes and save documents with first/last names. **All applicants must be supportive of the mission and vision of *The Catholic University of America*.** Position is open until filled.

**THE CATHOLIC UNIVERSITY OF AMERICA**

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