Web Content Writer/Producer (full-time, 35 hours/week)
Marketing/Communications
Position 101617

Position Summary: The Marketing and Communications Department has responsibility for the University’s media relations strategy and is charged with creating and executing an integrated marketing and communications plan, providing creative services, digital marketing and on-line strategies to promote the University brand. Reporting to the University Web Content Editor, the Web Content Writer-Producer is responsible for creating 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 Writer-Producer will assist with the implementation of a new website design and the transition from the current content management system to Cascade Server.

Essential Responsibilities Include: Write articles for the website that highlight 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 Editor to create effective presentations on the homepage and supporting pages. Develop story ideas and participate in planning meetings with the Web Content Editor, the Director of Communications, and writers in the Marketing and Communications Department. Assist Web Content Editor with rewriting and repackaging web content to be migrated to the new CMS.

Minimum Qualifications: A Bachelor’s Degree is required with two (2) years’ experience working with web content. Basic knowledge of HTML; understanding of graphical software, including Photoshop; familiarity with the Microsoft Office Suite and the Adobe Creative Suite. Excellent reporting and writing skills; record of creative content-development; strong oral communication skills; proficiency in designing web presentations; careful attention to detail; experience producing content for social media platforms and mobile apps; ability to work effectively as a member of a team.

How to apply: forward resume, cover letter and salary requirements (salary expectations are considered part of application process) to CUARecruitment@cua.edu. Reference position 101617 in subject line of email. Applications close on 2/19/16.

The Catholic University of America
Human Resources, 170 Leahy Hall
620 Michigan Ave, NE
Washington, DC 20064
Fax: (202) 319-5802
Telephone: (202) 319-5050