Hayes Hill Title/Level: Media Specialist, 100% twelve-month appointment
Working Title: Multimedia Content Specialist
Position reports to: Director of Marketing and Communications

Position Summary:
This position serves as a critical member of the web development team. The position will maintain, write, edit and proofread copy and layout for a variety of UW-Superior web pages. This individual will develop and assist in creation of multimedia content, including social media. The position will include website analytics and analysis, providing training and creative consultation to various campus units. The position will also work as a member of the marketing team to promote, recruit and retain students, faculty and staff.

Duties and responsibilities:
• Prepare web content and conduct website content maintenance on the University website
  o Work as an account liaison and consultant with appropriate students, faculty and staff to identify, develop and implement departmental electronic marketing and communication needs
  o Define web based content needs in collaboration with department and university mission and goals
  o Perform keyword research using multiple online tools and web analytics (i.e. Google Keyword Tool, Keyword Discovery, Google Analytics)
  o Implement online content and website changes using content management tool (CommonSpot)
• Incorporate, analyze and report search engine optimization results to faculty and staff
• Develop and maintain a website that highlights UW-Superior arts, cultural events and other related content
• Develop and assist in the creation of multimedia content for the website and other electronic marketing efforts
• Assist in development and distribution of video communications, including oversight visual media and other online communications (i.e. YouTube, Flickr)
• Assist in providing training and resources for campus community in regards to website maintenance and best practices
• Participate in team environment in preparation and distribution of press releases and online news in relation to faculty and student successes
• Participate in team environment in updating, tracking and integrating the official UW-Superior social media pages, while working to engage the audience
• Participate in team environment in production and maintenance of electronic campus communication mediums (e-newsletters, RSS feeds, etc.)
• Keep informed about best practices in recruitment web marketing, and assist with measurement of site traffic and other essential web analytics; report results and resources to faculty and staff
• Serve as a resource and consultant for various campus units and work with them in their online and multimedia communication needs
• Provide input and guidance in UW-Superior website design, layout and key performance indicators
• Coordinate web marketing activities with other recruitment marketing strategies
• Attend, participate and report on various campus events when appropriate
• Supervise, mentor and coach student employees to help create a rewarding learning experience and manage student work as assigned
• Actively participate in staff meetings and committee meetings as appropriate
• Enthusiasm for learning new technologies and staying up on communication and new media trends
• Ability to participate in evening and weekend events as necessary.
• Complete other job related duties as assigned
Knowledge, Skills and Abilities:

- Knowledge of Associated Press (AP) writing style to be used consistently in all web copy.
- Strong writing and editing skills
- Knowledge of best practices for online content management and online user behavior.
- Knowledge and experience working with website content management tools and software.
- Skilled proficiency to research, develop, write and edit content for the web with a focus on the intended audience(s).
- Skill with technologies and software for the office environment including MS Office (Word, Excel).
- Skill in problem recognition and resolution skills.
- Strong organization and project management skills.
- Ability to proficiently proofread and edit the work of other university employees and existing online content.
- Ability to work with multiple stakeholders to create and implement an effective communications strategy and ongoing relationship.
- Ability to communicate precisely and effectively, both verbally and in writing.
- Ability to give strong attention to detail
- Ability to work independently as well as in a collaborative team atmosphere.
- Demonstrated ability in managing and prioritizing multiple projects and adhering to specific deadlines or goals.
- Demonstrated ability to contribute to creative ideas and processes related to online and other new media.
- Ability to be customer-service oriented, focusing on positive support and assistance to faculty, staff, students, alumni and the general public.

Required qualifications:

- Bachelor’s degree from an accredited institution in journalism, communications, marketing, public relations, graphic design, multimedia, English or related field.
- Two years of professional work experience, including having worked with a content management system and writing content for print or online publication.

Preferred qualifications:

- Experience managing social media sites such as Facebook and YouTube.
- Experience working in higher education.
- Knowledge of web analytics tools, such as Google Analytics.
- Basic knowledge and experience with videography.
- Basic knowledge and experience with design, HTML and multimedia software (i.e. photoshop, fireworks, adobe)