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Associate Director Web Content Strategy « [Position Deleted on 3/01/2013](#)
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Institution: [DePaul University](#)

Location: Chicago, IL

Category:

- Executive - Other Executive
- Admin - Computing - Management/Director
- Admin - Computing - Web Development

Posted: 01/31/2013

Type: Full Time

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DePaul University, the nation's largest Catholic university and one of the 10 largest private universities, is an urban institution with 6 campuses, more than 275 degree programs, and 25,000 students from a variety of diverse backgrounds.

General Summary:

The Associate Director Web Content Strategy will report to the Director of Internet Communications. The Associate Director Web Content Strategy will oversee all web-site content requirements and define and create all content strategy deliverables (content audits, gap analyses, information architecture, taxonomy, metadata frameworks, content style guides, content migration plans, etc.). This position will collaborate closely with the Information Architect/Project Manager, the Associate Director Web Technology, and the Web Designer. The Associate Director Web Content Strategy will be critical to defining the content quality, processes and workflows for the web-sites the team creates.

The Associate Director Web Content Strategy will also work closely with, guide and influence DePaul University subject matter experts and internal stakeholders to develop their Web content, to ensure the necessary content is generated using best practices. He/she will identify and champion content that is meaningful to external audiences, especially prospective DePaul students and their families, and will develop the end-to-end processes and procedures for content creation, approval, and retrieval by multiple cross-functional stakeholders. This position will lead a team of Web Content Editors in the execution, consistency, and brand compliance of Web content and will play a key role in shaping the Web brand strategy and Web experience of all users, both internal and external to the University.

Principal Duties and Responsibilities:

- Create a content strategy for creating and re-purposing key DePaul messages that will be deployed across the University and to external stakeholders; such as: prospective DePaul students and their families.
- Inventory existing content, identify gaps, and manage the process of getting this content into production, to ensure that there is rich interactive Web content.
- Help the Director of Internet Communications and other internal stakeholders inform, shape, develop, and implement a strategy for extending prospective student-related content to mobile web devices.
- Prepare and deliver project updates, presentations, and content workshops to University leadership teams.
- Work collaboratively and interactively with the University Marketing Communications - Internet Communications leadership team and other key University leadership and stakeholders at the strategic, operational, and tactical levels to drive and execute the University SharePoint migration program that will impact all levels of the University website.
- Manage the creative and visual direction and influence University-wide Web brand strategy, design and policies, to ensure that the creative direction, user interface and usability reflect Web industry best practices as well as the DePaul brand.
- Collaborate with the Information Architect/Project Manager and Web Designer on creative direction, user interface design and prototypes, system usability guidelines and graphic design guidelines.
- Consult with the Associate Director - Web Technology on the technical aspects of executing the creative direction.
- Direct the work of content creators and content editors.
- Supervise and manage the workload, production of new content, and execution of creative of up to 7 Web Content Editors; manage their performance and career development.
- Provide editorial management, editorial workflow, and production oversight of written content, video features, still photography and social media content.
- Establish a style guide and editorial procedure for all written elements of the site.
- Ensure that the execution of Web design parameters, style guides, visual standards, and brand compliance are uniformly and consistently applied.
- Keep up-to-date on the latest editorial and user experience techniques and technology, and share best practice content execution examples with team and other key University stakeholders and local content owners.
- Manage and update content in Sharepoint, the enterprise-wide content repository and management system, to enforce content creation, maintenance, and archiving policies.
- Manage the editorial calendar to proactively keep content useful and up-to-date.
- Creatively look for opportunities to improve content and user experience.
- Use analytics and usability testing to help improve the experience and the content of depaul.edu.
- Consult, mentor, and influence the leadership of colleges and administrative units to develop their local creative content to align with DePaul's core website ideas and direction in regard to Web strategy elements; such as: navigation, user experience, usability, consistency, etc.
- Build strong relationships that lead to increased collaboration and a common look and feel across the enterprise.
- Provide support to college and administrative leadership in their oversight of content maintenance locally.
- Manage up to 7 Web Content Editors.
- Perform other duties as assigned.

Requirements:

- Bachelor's degree (Bachelors of Arts or Bachelors of Science).
- 5-7 years overall experience.
- 5 years of experience with project management, process, communications, operations, and or/web technology and content management tools.
- 5 years experience in creating/writing content for Web or other digital media.
- 3 years experience of team leadership/management of writers and designers and/or the design process.
- 2 years work experience in developing interactive content or equivalent combination of education and experience.
- Knowledge of web content and development processes, best practices, and emerging trends.
- Proficiency with HTML, Photoshop, etc.
- Excellent creative, written, verbal, editorial, and new media skills.
- Excellent project and process management skills.
- Excellent team leadership and management skills, especially of a team comprised of different roles.
- Excellent client consultation, interpersonal, negotiation, and team-building skills.
- Ability to prioritize and complete projects on short notice.
- Ability to work under pressure and respond positively to deadlines and requests.

Preferred Requirements:

- Master's degree.
- 5-7 years overall experience in an interactive design agency, marketing agency, and/or PR agency.
- Familiarity with CMS and related databases and Google Analytics.

Are you interested in joining our team of talented, motivated employees and helping DePaul serve its students and communities around the world? If so, go to www.depaul.edu and select "Employment" at the top of the page to submit your cover letter and résumé online for this and other jobs. Please reference job number [17366].

Salary & Benefits:

DePaul offers comprehensive and competitive pay and benefits to attract and retain talent to further the University's mission. Please click on the following link to review the full Benefits Summary. <https://hr.depaul.edu/Benefits/index.html>

Required Background Screening:

All final candidates extended an offer of employment will undergo background screening.

Mandated Reporting of Child Abuse & Neglect:

Upon accepting an offer of employment with the university, you will also be required to sign an Acknowledgement of Mandated Reporter Status at the time of hire. A mandated reporter is required to make a report to the Illinois DCFS Hotline whenever there is reasonable cause to believe that a child known to them in their professional or official capacity may be abused or neglected.

For more information about the Illinois Abused and Neglected Child Reporting Act, please visit: http://www.state.il.us/dcfcs/faq/faq_faq_can.shtml

DePaul University is an Equal Opportunity/Affirmative Action Employer.