

The College of
NEW ROCHELLE



Web Writer and Content Strategist

About CNR

We're looking for the perfect person to join our team in the Office of College Relations in the newly created position of Web Writer and Content Strategist. This full-time professional staff level position is available July 1. The Web Writer and Content Strategist will proactively create engaging and dynamic content, with particular emphasis on content targeted for recruitment and retention on the College's external and intranet websites, and will further develop the College's web presence and effectively communicate the College's identity to all constituencies.

The Web Writer and Content Strategist will report to the Manager of Web Communications and responsibilities include writing and editing web content, with a focus on compelling, accurate copy; regularly reviewing content across the College's sites and initiating updates to ensure timeliness and accuracy of content and consistency with guidelines and strategies; coordinating the inclusion of dynamic multimedia content across the College's web presence, with particulate emphasis on the homepage; advising website administrators on preferred web writing, optimization, and design strategies; collaborating with departments to create new sections; and coordinating production of video and other multimedia for use in web communications projects.

This position requires 3-5 years experience in web writing & content development with a non-profit or educational organization; outstanding web writing, editing and proofreading skills, with meticulous attention to detail; the ability to be flexible and to work independently and collaboratively on multiple projects; and mastery of at least one content management system, SEO-friendly content and metadata, MS Office, and Google Analytics. Evening and weekend work is occasionally required, as is on-call availability to address urgent needs related to web communications. If you are an expert in web writing (including the SEO techniques to support it), if you are tech savvy by nature and personally interested in the evolving world of technology, if you are a go-getter interested in a fast-paced position with growth potential, then we want you to join our team.

Review of applications will begin immediately and continue until the position is filled. To apply, please send letter of interest, resume, and links to three examples of online content you have produced to Danielle Henry Beale, Manager of Web Communications, at collegerelations@cnr.edu.

Facts At A Glance

HEA Student Consumer Information

Our Campuses

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Women's College Coalition

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Contact Us

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